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IDG Korea launches tech portal
IDG India hosts CIOs, vendors at roundtable discussion
Jason Meserve: What I've learned about audio and video
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Year-in-Review Issue
A look back at IDG highlights around the globe in 2008

IDG World Update

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Mary Dolaher named Entrepreneur of the Year

IDG WORLD UPDATE

*IDG Chairman **Patrick McGovern** (left) presents IDG World Expo CEO **Mary Dolaher** with the Entrepreneur of the Year Award for 2007 as IDG Communications CEO **Bob Carrigan** looks on. The award, one of several Chairman's Awards that McGovern presents annually, was in recognition of Dolaher's launch of the E For All event, the initiation of the GreenXchange Conference and Exposition and the launch of the Next Generation Data Center event.*

IDG Vietnam holds co-located events

Capitalizing on Ho Chi Minh City's growing banking and financial sectors, IDG Vietnam produced its first bank-related event in the city last month. Banking Vietnam had been held for the past six years in Hanoi – most recently in late May – but burgeoning

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*Managing Director IDG Vietnam and Indochina **Tam Le** (left) joins national banking officials at the event in Ho Chi Minh City.*

IDG Japan launches SaaS World with second BCM event

Business Continuity
Management 2007
IDG
事前登録者受付
無料招待券受付
Information/講師受付

*From left: **Masato Tsuchiya**, SaaS World event manager; **Yoriko Yamaguchi**, SaaS World sales marketing; **Tada Akinishida**, SaaS World sales marketing; **Minori Tanji**, BCM sales marketing; **Keisuke Onodera**, SaaS sales marketing; **Masato Kaneko**, BCM sales marketing; **Atsushi Watanabe**, BCM sales marketing.*

IDG Japan attracted more than 5,000 attendees to its inaugural SaaS World 2007 and second annual Business Continuity Management 2007 events late last year. The events, co-located at the Tokyo Midtown Hall, one of the city's newest conference facilities, ran consecutively over three days at the end of November.

SaaS (software as a service) World was introduced at a preview event in March that drew some 2,000 participants. The full-scale two-day event, which sported a tagline of "Business Software Revolution – Move Toward Next-Generation Standard," attracted close to double that number of participants. Attendees included senior technology professionals, as well as those who use business management applications in vertical markets and government sectors.

"SaaS itself was not well known when we launched the preview event in March. However, eight months later, SaaS World was well received by the media,

continued on page 4

in brief newsworthy

PC World Mexico recognizes best products with first awards event

PC World Mexico held its first awards ceremony last month in Mexico City, where the editorial team recognized the 24 products they selected as the best products of 2007, winnowed from an original list of 200. Another 10 products earned special mention.

The company's test center team evaluated the functionality and performance of the products as well as design, price, documentation and technical support.

Some 150 high-level representatives from 40 companies in the country's IT community attended the event, which included a welcome address from Boston-based IDG Licensing Manager **Jean Gasbarro**.

PC World Mexico's parent company, Ediworld, has published InfoWorld Mexico since 2001. IW Mexico Editor **Claudia Mercado** also spoke at the event to explain the company's decision to turn that property into a CIO-branded product beginning this month.

*PC World Mexico Editor & Publisher **Ricardo Castro** holds one of the awards presented at the first PCW Mexico Awards ceremony.*

*Write to Editor and Publisher **Ricardo Castro** at ricastro@iworld.com.mx.* WU

Taylor, Boyle earn CXO Media award

LYNN HOLMLUND

*CXO Media President & CEO **Michael Friedenberg** presented the CXO President Award last month at the business unit's holiday party. Human Resources Representative **Pauline Boyle** (left) and Managing Editor, Custom Solutions Group, **Anne Taylor** were recognized for their exemplary service, teamwork, quality work and results. The award is presented twice a year.*

Request a full-color World Update

IDG employees can receive IDG World Update as a PDF file via e-mail. Photos in the PDF are full color. To request this service, write to world_update@idg.com. Current and archived PDFs are also available for download in the World Update section of IDG Central (http://www.idgcentral.com).

Vietnam

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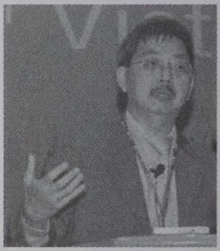
interest from banking officials in the southern provinces created an ideal opportunity for an additional event.

The two-day event in Ho Chi Minh City drew 450 conference attendees and 1,000 exposition visitors who viewed exhibits from domestic and foreign banks including HSBC, Citbank, Agribank and DongA Bank as well as IT solutions providers.

IDG Vietnam plans to hold a banking event in both cities in 2008, according to PR Executive **Pham Ngoc Tram Anh**, with the larger Hanoi event more strategic and the Ho Chi Minh City version to include smaller workshops and a focus on retail and commercial banking . IDG Vietnam recently coordinated a survey in which 45 bank CEOs, 600 CIOs, IT managers and past Banking Vietnam speakers made suggestions that will shape the 2008 conferences.



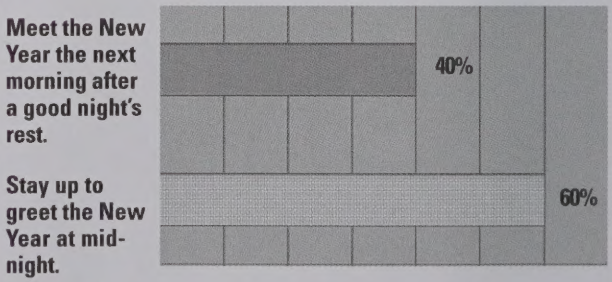
Cisco Systems Director of Public Secor Programs James SL Yong spoke at the Vietnam e-Government Symposium.

Banking Vietnam was co-located with the fifth annual Vietnam e-Government Symposium, a three-day event that drew 700 attendees and 1,600 expo visitors. While Sym[illegible]sium speakers agreed that Hanoi and Ho Chi Minh City were doing well at some of the first stages of e-government, such as providing online public services and providing IT in administrative agencies, a soon-to-be-created national program on e-government will help implement e-government processes in the provinces.

Write to anh_pham@idg.com.vn. WU

Question of the Week for Dec. 17

On New Year's Eve, do you usually...



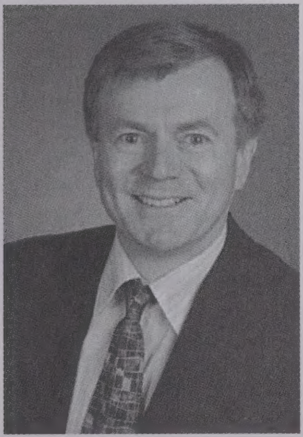
Log on to www.idgcentral.com to vote on this week's question: **Have you ever Googled yourself to see what info about you is online?**

Story ideas, comments, suggestions for page 3 columnists or Questions of the Week, and any other feedback for IDG World Update may be sent to world_update@idg.com.

the interview

one on one

Colin Crawford
IDG Communications' executive VP, online, is this week's columnist. Reach him at colin_crawford@idg.com.



> *"With many online editors being assessed on the volume of page views generated by their content it's important that we have performance programs in place that measure readership both at and off the brand's site."*

More online

See this column on IDG Central to read more from Colin about social networking in the enterprise, performance-based advertising and IDG's new Tech Network.

Q What is your view on IDG syndicating content?

A There are a number of elements to syndication: internal U.S., internal international and external syndication — plus the growing issue of unauthorized content use.

Our experience with search has shown that a significant amount of visitor traffic comes to our sites from 'beyond our borders' suggesting that in most cases widespread promotion of our brands' content makes sense.

Syndication allows brands to get their content out in front of larger audiences, but excessive syndication may have a negative impact. Content syndication can impact the search and Google News rankings of the content originator. On occasion, a content syndicator can achieve a higher Google Search rank or Google News rank on the same story than the original content creator. Because of the higher ranking on the search results page more traffic may go to the syndicator, reducing the originator's ability to monetize its original content.

We've established a small team to analyze and better understand the economic impact from the internal syndication of IDG brands' U.S. content. The goal is to establish a set of business rules that protects the content originator while trying to ensure IDG maximizes overall revenue opportunities by having content read by as wide an audience as possible. With many online editors being assessed on the volume of page views generated by their content, it's important that we have performance programs in place that measure readership both at and off the brand's site. The goal is to complete the analysis and to deliver a set of recommendations this month.

We have a number of external syndication deals in place — some are license deals and some are traffic-driving deals. A share of revenues generated by the syndicator from the content syndicated is also possible but we don't have such arrangements yet in place. We also have a three-month syndication experiment with the New York Times, which ends this month. It is designed to promote IDG brands' content, to drive traffic back to the brands and generate a small license fee. Overall, traffic-driving deals have not been particularly successful.

Q Do you think video will ever be a viable medium on mobile devices?

A While the speed of the U.S. networks remains relatively slow, the imminent deployment of high-speed networks and, perhaps more importantly, the growth of Wi-Fi in smart phones coupled with more pervasive deployment of Wi-Fi should provide the environment for mobile video consumption to be more realistic.

While some see the mobile market as potentially larger than today's online marketplace, others believe that issues around privacy could prevent the rapid deployment of mobile marketing. It will be fascinating to see how the mobile environment develops in the next few years and the type of content that the IDG brands develop in order to serve their mobile audiences. However, over the next year or so, the major revenue opportunity is much more likely to be around online video rather than mobile video.

Currently marketing on mobile phones is a tiny business. Today, mobile advertising generally takes the form of text messages but we're starting to see the capability to deliver advertising alongside video clips, Web pages, and music and game downloads when the smart mobile device and the networks are capable of such delivery.

The personal computer is transitioning into a ubiquitous sophisticated personal communication device that is never far from its owner. Mobile couponing, barcode delivery and image recognition will mean that marketers can send tempting discount offers that can not only be targeted at personal tastes but also to an individual's specific location.

Q In this world of search, do brands matter?

A Absolutely. Search is good at driving users to the specific piece of content they seek. Search is generally very efficient, and while there are still issues with more vertically targeted and specific search queries, improvements are being made by the search engines all the time.

However, search engines, or content aggregators, are not good at creating rich environments that combine different types of relevant and related content with a space for a community to meet and discuss topics of interest; branded environments are all about taking the water cooler online. Trusted brands bring together an audience with shared interests. Deployment of Web 2.0 technologies provides the means for the members of the communities to interact with each other, to share knowledge, experiences and information with colleagues.

I believe IDG brands need to continue to build on their ability to bring together target engaged, participatory audiences in order to differentiate themselves from the search engines and aggregators and appeal to marketers.

Coming up

Macworld Expo & Conference
Jan. 14-18
Moscone Center
San Francisco
http://www.macworldexpo.com

CSO Executive Seminar on PCI Compliance
Jan. 17
Westin Bonaventure Hotel
Los Angeles
http://www.cio.com

IDG U.S. Management Excellence Program
Jan. 29-31
Boston
Contact:
laurie_butson@idg.com

DEMO '08
Jan. 28-30
A Network World event
Desert Springs Marriott
Resort & Spa
Palm Desert, Calif.
http://www.demo.com

IDG European Media Management Institute
Feb. 5-8
Prague
Contact:
laurie_butson@idg.com

Virtualization Executive Forum
Feb. 4
An InfoWorld event
Hotel Nikko
San Francisco
http://www.infoworld.com

European Online Meeting
Feb. 6
Prague
Contact: Karsten Bundgaard
k.bundgaard@idg.dk

European Managers Meeting
Feb. 6-9
Prague
Contact:
maggie_murphy@idg.com

IDC Green IT Forum East
Feb. 28
New York Marriott
Financial Center
New York City
http://www.idc.com

PC World launches first mobile microsite

This past November, PC World launched its first mobile microsite on behalf of a customer. The microsite (http://mobile.pcworld.com/dlp, viewable online or from any mobile Web browser) is a mobile resource center for Texas Instruments' DLP brands of high-definition televisions. The microsite leverages PC World's existing relationship with mDog, which lets IDG's U.S. sites automatically detect if a reader is accessing the site with a mobile browser and redirects them to a version of the site tuned for viewing on these devices. (For more information on mDog, see IDG World Update, April 2, 2007.)

> *Now that PC World has its first microsite under its belt, a focused sales pitch is being put together for future advertisers.*

The microsite is an offshoot of Texas Instruments' DLP resource center on PCWorld.com. Texas Instruments (TI) came to PC World Associate Publisher, Online **Marc Barreca** looking to provide DLP product resources to its target audience of on-the-go professionals who are looking for information while shopping, according to **Alisha Billingsley**, PC World business development coordinator. "Essentially, the microsite includes a snapshot of the resource center content and offers the most useful data for a shopper," she said. "It took us roughly two weeks to hammer out the details and get it live. It was a great experience in expanding PC World's mobile environment."

She said the biggest challenge was working with mDog to create a microsite — "this was the first time this had been done at PC World and IDG" — and making sure TI's needs were met. "As with anything you do the first time, there is always a learning curve," Billingsley said, "but mDog put together a site that the client was really happy with."

"It's easiest to get to the mobile resource center through PCWorld.com's mobile site," Billingsley said. "We have loyal users who click to over 10 page views on the mobile site per user per month. By integrating a link on every page of the mobile site we know if users are interested in DLP by clicking through to the microsite."

She added that it wouldn't make sense to access the microsite using a PC because it is formatted for mobile users. "If someone had time to sit down at a computer, we would much rather they visit the comprehensive resource center on the PCWorld.com site [http://www.pcworld.com/sc/dlp/]."

A "holiday buy" for TI, the microsite was taken down late last month. Now that PC World has its first microsite under its belt, a focused sales pitch is being put together for future advertisers. "Now that we have a happy client with DLP we have a case study to take to other potential clients," Billingsley said.

Write to alisha_billingsley@pcworld.com. WU

IDG Japan

continued from page 1

sponsors, and attendees who classified themselves as IT end users or system integrators," said **Masato Tsuchiya**, SaaS World 2007 event manager. "We'll seek more industry end users next year, and the goal of our event is to provide best practices for SaaS."

The conference opened with a special keynote address, "Toward Realization of the World's Most Advanced ASP/SaaS Market in Japan," by Akimoto Yoshinori, director of the Information Policy Division, Information and Communications Policy Bureau, Ministry of Internal Affairs and Communications.

Fifty sponsors who either spoke or exhibited at the event included salesforce.com, NetSuite, Google, Adobe Systems, Microsoft, KDDI, Softbank BB, Sun Microsystems, IBM Japan and SGI Japan.

The second annual Business Continuity Management (BCM) 2007 event drew approximately 1,100 attendees. The event focused on issues related to BCM's international standardization and business/IT continuity. Highly qualified attendees from financial services and the manufacturing industry attended the one-day, four-track conference and showcase.

"We are pleased that we could offer attendees a chance to learn what they should do in their company with regard to BCM's international standardization." said **Nobuo Iehara**, BCM 2007 event manager. "BCM 2007 was highly rated by attendees."

Among the 11 sponsors were Hitachi, EMC Japan, Symantec Japan, and IBM Japan.

The next SaaS World and Business Continuity Management events are scheduled to be held in late 2008. For more details on the 2008 events, contact **Megumi Okamoto** at mokamoto@idg.co.jp. WU

Premier 100
March 9-11
A Computerworld event
Rosen Shingle Creek Resort
Orlando, Fla.
http://www.premier100,com

Industry Insights San Jose
March 10
An IDC event
San Jose Convention Center
San Jose, Calif.
http://www.idc.com

IDC Directions 2008
March 11
San Jose Convention Center
San Jose, Calif.
http://www.idc.com

CSO Perspectives Conference
March 16-18
A CXO Media event
Intercontinental Buckhead
Atlanta
http://www.cio.com

IDC Directions 2008
March 19
Hynes Convention Center
Boston
http://www.idc.com

Open Source Business Conference
March 25-26
An InfoWorld event
The Palace Hotel
San Francisco
http://www.infoworld.com

SaaScon
A Computerworld event
March 25-26
Santa Clara Convention Center
Santa Clara, Calif.
http://www.saascon.com

IDC Sales and Marketing Effectiveness Summit
April 3
New York Marriott Financial Center
New York City
http://www.idc.com

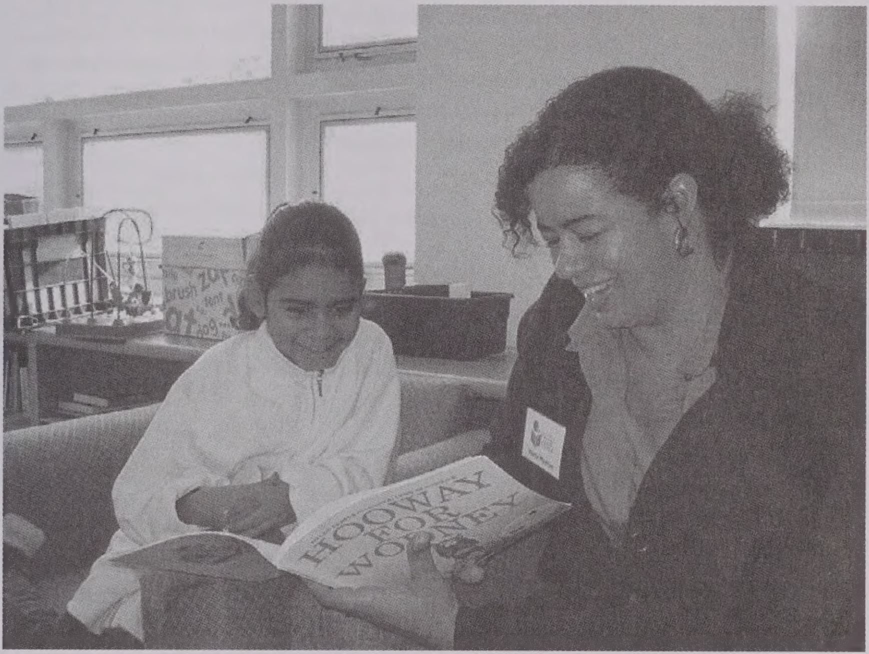
Storage Networking World
A Computerworld event
April 7-10
Rosen Shingle Creek Resort
Orlando, Fla.
http://www.snwusa.com

For more events go to the Events page of www.idgcentral.com.

CXO employees participate in lunchtime literacy program

Volunteers spend one hour a week reading to students in local school

Since October, a group of five CXO Media employees have engaged in a weekly Power Lunch. While the noontime meetings have done little to enhance their careers at IDG, their pint-size lunch partners are reaping big rewards. Those lunch partners, all second-grade students at the nearby Woodrow Wilson elementary school in Framingham, Mass., are participants in the Power Lunch program, run by a charity called Everybody Wins!



***Marla Hawkins**, online business and production coordinator, CXO Media and Computerworld, reads to Kassandra, a second grade student at Woodrow Wilson School in Framingham.*

Founded in 1991, Everybody Wins! is a nationwide nonprofit organization that provides one-on-one reading experiences for low-income elementary school children, who often possess less well-developed reading skills than their more affluent peers. Research proves that reading aloud with children is the single most important factor in helping them to become successful readers.

Anne Taylor, managing editor in CXO's Custom Solutions Group, has been a board member of the local chapter, Everybody Wins Metro Boston (http://www.ewmb.org), for two years. "The organization's mission — to foster a love of reading and to support the development of children's literacy skills — hit home for me. It's relevant to my day job, being in the publishing industry. But also, as an avid book reader, I see how books open your mind to new possibilities," Taylor said. And so, when the Power Lunch program expanded to the Framingham area at the beginning of this school year, Taylor reached out to her colleagues to recruit volunteers.

Those who responded include **Pauline Boyle**, human resources generalist; **Patty Chisholm**, vice president of human resources; **Amy Freeman**, project manager, CXO Custom Solutions Group; and **Marla Hawkins**, online business and production coordinator, CXO Media and Computerworld. "We read with children from low-income families, often single-parent households or where English is a second language," Taylor explained. "Giving them the power to read and increase their vocabulary opens many doors and new possibilities for them."

"The great thing about the program is how easy it is," Taylor said. "First, you're only giving up one lunch hour a week, and to make it even easier, you can partner with a colleague and alternate weeks if you'd like."

Taylor and Freeman have been paired up with a little girl named Aisha. "I am truly surprised at how excited these kids are to see us each week," she said. "As soon as Aisha spots us walking down the hall, she starts waving, smiling and jumping around. I think the children are thrilled that someone has taken a special interest in them and makes a point to visit and read with them every week."

The program at Woodrow Wilson launched with volunteers from CXO Media and TJX Companies. There is currently a waiting list of children at the school who are eligible for the Power Lunch program. Any IDG employee in the Framingham area who is interested in learning more about the program, may contact Anne Taylor at ataylor@cxo.com. There will be an introductory session later this month. WU

We're all ears!

Do you know of a colleague who gives back to the community by volunteering his or her time in a worthy cause? We'd like to hear about it! Please write to world_update@idg.com.

noteworthy people

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

New employees

Conference Manager **Catherine Teiro** comes to IDC U.K. from her role as event and conference project manager for the French agency CBR. She holds an M.A. in philosophy from the Sorbonne as well as an M.B.A. from the Paris-based ESSEC Business School. Away from the office she enjoys "art, art, art." *cteiro@idc.com*

Computerworld Special Programs and Events group has hired **Kerry Lafond** as marketing specialist. She was most recently director of marketing and community relations for the Saturn brand with International Cars. A graduate of Boston's Emerson College, she holds a B.S. in marketing communications, specializing in advertising and public relations. Outside of work she enjoys traveling, skiing and snowboarding, and spending time with friends. *kerry_lafond@computerworld.com*

MARLEN CALE

Truong

IDG Technology Services Group in Framingham, Mass., has hired **Steven Truong** as senior system administrator, a title he held at his previous job with One Beacon Insurance. A graduate of Boston's Suffolk University, he is a Microsoft Certified Systems Engineer and a Cisco Certified Network Associate. In his free time he enjoys sports. *steven_truong@idg.com*

New to IDC Malaysia is Telecommunications Market Analyst **Naveena Govindasamy**. She previously worked as a systems engineer for Maxis Communications Berhad. She earned a B.Eng in electronics from Malaysia's Multimedia University and recently completed an M.A. program in management information systems with the London School of Economics and Political Science. In her free time, she enjoys volunteer work and traveling. *ngovindasamy@idc.com*

IDC California has hired **Luis Montoya** as account executive with the Industry Majors group; he was previously a sales execution manager with AT&T. He holds a B.A. in economics from the University of La Verne in Ontario, Calif., and enjoys golf and Los Angeles Angels of Anaheim baseball. *lmontoya@idc.com*

Bleyhl

Director of Sales Enablement Services **Michael Bleyhl** comes to IDC Framingham from EMC2 Corp. where he was sales curriculum manager. He holds a B.S. in mechanical engineering from Worcester (Mass.) Polytechnic Institute and an M.A. in engineering management from Tufts University in Medford, Mass. His hobbies include fly fishing for trout, pistol shooting and collecting historic firearms. *mbleyhl@idc.com*

PETER SHORT

Gadah

IDC Framingham has hired **Jackie Gadah** as a product marketing specialist with the Worldwide Tracker Group. A graduate of the University of Central Florida with a B.S. in finance, she recently earned an M.B.A. with a specialization in marketing and international business from Boston's Northeastern University. Away from the office she enjoys jogging and whitewater rafting. *jgadah@idc.com*

Jamie Jin has been hired by IDC Australia as a telecommunications market analyst. He was previously a project manager with NICE Systems and has also worked for China Telecom in Shanghai in a number of IT networking roles. He holds a B.E. in optoelectronics and an M.S. in optical communications from Shanghai University as well as a Ph.D. in electrical engineering specializing in optical communication and networks from the University of New South Wales in Sydney, Australia. His interests include tennis and swimming. *zjin@idc.com*

PETER SHORT

Bangalore

IDC Framingham has hired **Kedar Bangalore** as consulting director. He was previously senior manager of product development with Verizon. He holds an M.S. in computer science from New Mexico State University and an M.B.A. from Babson College in Wellesley, Mass. In his free time he enjoys playing guitar and squash. *kbangalore@idc.com*

PETER SHORT

Pollard

Nicholas Pollard joins IDC Framingham's Tech Investor group as director of investment research. Most recently he was a VP of research and business development at Capstone Partners, in charge of market research and new business development in the consumer, industrial and life science markets. He holds a B.A. in environmental studies and political science from Hobart & William Smith Colleges in Geneva, N.Y., and an M.B.A. in finance from Boston University's Graduate School of Management. He enjoys sailing, skiing and scuba diving with friends and family. *npollard@idc.com*

PETER SHORT

Curtis

Laura Curtis is IDC Framingham's new director of market intelligence advisory service with the Executive Advisory Group. She spent several years with AOL-Time Warner as director of market planning and research. She holds an M.S. in international business and political science from the University of Massachusetts/Boston and an M.B.A. in international marketing from Babson College in Wellesley, Mass. *lcurtis@idc.com*

PETER SHORT

Hang

Program Manager **Phuong Hang** comes to IDC Framingham's Worldwide Hardcopy Peripheral Tracking group from Leerink & Co. where she was market research manager. A graduate of Dartmouth College in Hanover, N.H., she holds a B.A. in biology. She enjoys traveling, shopping, swimming and teaching her 2-year-old niece how to make snow angels. *phang@idc.com*

Transfers

Best

IDG World Expo Conference Brand Manager **David Best** has moved to CXO Media's CIO Executive Council where he will be program manager. He holds a B.A. in economics and government from Bowdoin College in Brunswick, Maine, and is completing an M.B.A. at the Whittemore School of Business at the University of New Hampshire. He enjoys travel, poker, the arts and outdoor activities such as hiking, mountain biking, fishing, skiing and snowshoeing. *dbest@cxo.com*

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

25

Rick Ciliberto *Computerworld*

24

Thomas Bergerskogen *IDG Norway*
Lee Doyle *IDC*

23

Rebecca Segal *IDC*
John Gantz *IDC*
Ruth Bell *IT World Canada*

22

Brad Thorpe *IDC*

21

Anne-Lise Wang *IDC Nordic/Denmark*
Veronique Arene *IT News Info*
Jean Bozman *IDC*

20

Mary Lester *CXO Media*
Michelle Crisecnzo *IDC*
Mary Wardley *IDC*
rsula Nadador *IDG Spain*

19

David Emberley *IDC*

18

Per Andersen *IDG Nordic/Denmark*
Sylvie Merkling *IDC France*

17

Tomas Zim *IDG Sweden*
Kazimierz Szot *IDG Poland*

16

Morten Christensen *IDG Norway*

15

Tina Pescaro *CXO Media*
Curtis Price *IDC*
Randi Siegal *IDC*
Barbara Kitzis *IDC*
Eric Prothero *IDC*

14

Piyush Singh *IDC Center for Consultancy & Research/India*
Jerzy Krupinski *IDG Poland*
Edyta Al-Tawil *IDG Poland*

13

Stan Erhart *PC World*
ane Ryczek *PC World*
ustafa Mustafa *IDG U.K.*
Lorena Vega *IDC Chile*
Natalia Vega *IDC Chile*
Michelle Vittori *Computerworld*
Joan Olson *Computerworld*
Yvonne Kappel *IDG Sweden*
Krzysztof Frydrychowicz *IDG Poland*
Wojciech Raducha *IDG Poland*
Tomasz Janos *IDG Poland*
Eric Owen *IDC U.K.*
Nancy Taylor *IDC U.K.*
Patty Chisholm *CXO Media*
Jeannie Button *IT World Canada*

12

Anders Danielsson *IDG Sweden*
Cecilia Asplund *IDG Sweden*
Maciej Obuchowicz *IDG Poland*
Przemyslaw Gamdzyk *IDG Poland*
Cheryl Roy *IT World Canada*
Junichi Saeki *IDC Japan*

11

Lene Winther *IDC Nordic/Denmark*
Henrik Sorin *IDG Sweden*
Mathew Heath *IDC U.K.*
Brian Pearce *IDC France*

10

Christopher Murphy *IDC*
Deanne Hart *IDC*
Stephen Minton *IDC*
Laurie Marinone *Computerworld*
Ulrika Halvarsson *IDG Sweden*
Manuel Pastor *IDG Spain*

9

Jana Pelikanova *IDG Czech*
Jason Gould *IDC*
Lucinda Derby *IDC*
Melita Marks *IDC*
Bruce Hollocher *IDC*
Judith Young *IDC*
Beata Brzeg-Wielunska *IDG Poland*
Jonathan Holmes *IDC U.K.*
Joaquin Hevia *IDG Spain*

8

Lisa Desmarais *CXO Media*
Cynthia Crow *PC World*
Jonathan Gaw *IDC*
Matthew Eastwood *IDC*
Kathy Nagamine *IDC*
Dan Vesset *IDC*
Wilvin Chee *IDC Hong Kong*
Lina Otterdahl *IDG Sweden*
Stefan Krafft *IDG Sweden*
Ulrika Ullman *IDG Sweden*
Bozena Statkiewicz *IDG Poland*
Andrea Mone *IDG Netherlands*
Rosie Secchi *IDC U.K.*
Yuji Nishigori *IDG Japan*
Donna Butts *IT World Canada*
Peter Sayer *IDG News Service*

7

Jon Thor Thorstensen *IDG Norway*
Øyvind Sundkvist *IDG Norway*
Joseph Crocenzi *PC World*
Stephanie Overby *CXO Media*
Shiv Bakhshi *IDC*
Karen Lucero *IDC*
Doris Hernandez *IDC*
Thomas Vavra *IDC*
Brad Nisbet *IDC*
Susan Rae *IDC*
Mauro Peres *IDC Brazil*
Johan Wikberg *IDG Sweden*
Therese Sundström *IDG Sweden*
Beata Nowicka *IDG Poland*
Katazyna Filip *IDG Poland*
Anna Stando *IDG Poland*
Dorota Chrisp *IDC U.K.*
Nicole Filiatrault *IT World Canada*
Lucia Bianchi *IDC France*

6

Steffi Han *IDC Korea*
Angeles Rodriguez *IDG Spain*
Hirotaka Nishide *IDG Japan*
Maki Yokota *IDC Japan*

5

Kjell Christian Klausen *IDG Norway*
Sarah Reagan *CXO Media*
Karel Tykal *IDG Czech*
Richard Vancil *IDC*
Sahaja Sarathy *IDC*
Lulu Zhu *IDC China*
Venu Reddy *IDC Singapore*
Cecilia Löwenadler *IDG Sweden*
Ilona Michalska *IDG Poland*
Maartje Elants *IDC Benelux*
Fumiaki Azegami *IDG Japan*
Kazuyuki Ide *IDC Japan*

4

Keith Bagley *IDC*
Ana Lico *IDC Brazil*
Rasi Thirumalai *IDC Hong Kong*
Johannes Hansson *IDG Sweden*
Nicolette Wassen-Speerstra *IDC Benelux*
Akiomi Koike *IDG Japan*

3

Jennifer Crist *IDG Entertainment*
Kevin Barden *PC World*
Christopher Picanso *IDC*
Suzanne Willette-Woolf *IDC*
HeySung Han *IDC*
Cristiane Tiscar *IDC Brazil*
Chris Johnson *Computerworld*
Phyllis Pei *IDC China*
Antonio Wang *IDC China*
Alice Lai *IDC Hong Kong*
Ulrich Loeffler *IDC New Zealand*
Catherine Foronda *IDC Philippines*
Michael Araneta *IDC Singapore*
Jennie Sirviö *IDG Sweden*
Jose Soto-Padron *IDG Sweden*
Jan Larsen *IDC U.K.*
Ruben Durand *IDG Spain*
Fleur Sorrel *IDC France*
Teruo Negishi *IDC Japan*

2

Carli Morgenstein *Mac Publishing*
Per Falkenius *IDC Nordic/Sweden*
Karen Blackmore *IDC*
Philip Hirons, Jr. *IDC*
Pamela Torchinsky-Levine *IDC*
Susan Lee *IDC*
Maricela de la Cruz *IDC Mexico*
Renato Troya *IDC Peru*
Maria Emilia Brunori *IDC Argentina*
Joyce Carpenter *Computerworld*
Angela Gunn *Computerworld*
Kelly McGill *Computerworld*
Freda Tong *IDC China*
Jennie Stjärnlöf *IDG Sweden*
Hanna Brzozowska *IDG Poland*
Romain Fouchereau *IDC U.K.*
Beatriz Valle *IDC U.K.*
Colleen Boucher *IDG*
Carla Goncalves *IDC France*
Rolland Valerie *IDC France*
Ayuchi Takamatsu *IDC Japan*
Rinako Suzuki *IDC Japan*

1

Jørgen Bakke *IDG Norway*
Morten Lyse *IDG Norway*
Kjetil Aavik Gogstad *IDG Norway*
Marla Hawkins *CW/CXO Media*
Kathy Mayer *CXO Media*
Amber Gracey *IDC*
Rachel Happe *IDC*
Richard Vieira *IDC*
Alejandro Valdes *IDC Mexico*
Jayr Pimentel *IDC Brazil*
Monica Siono *IDC Brazil*
Antoinette Aranibar *IDC Peru*
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Chrissie DeAvila *Computerworld*
Bonnie Cheng *IDC Hong Kong*
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Susanne Hermansson *IDG Sweden*
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Mattias Källman *IDG Sweden*
Carmiel Toxopeus *IDG Netherlands*
Jochem Douqué *IDG Netherlands*
Richelle Bussenius *IDG Netherlands*
Parveen Bansal *IDC U.K.*
Nuria Cordon *IDG Spain*
Bridget McGuire *IDG*
Kathleen Lau *IT World Canada*
Miles Orrick *IT World Canada*
Gabor Fauszt *IDC Hungary*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

celebrating 20!

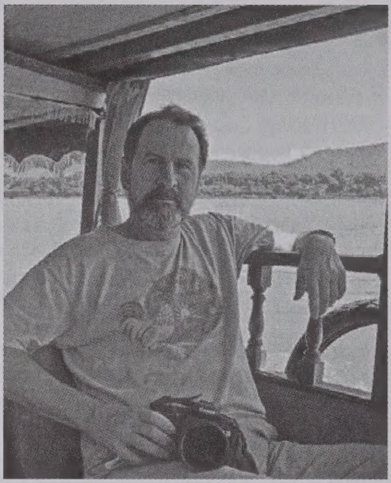
Employees who celebrate two decades of service to IDG are recognized with a very special gift from the Chairman's office: a 20th anniversary trip to the destination of their choice. Beginning with this issue, IDG World Update will profile some of the employees achieving this milestone anniversary and the trips they have taken.

Gary Anthes, National Correspondent, Computerworld

IDG career path: Joined IDG in 1987 as a reporter for Federal Computer Week. Following FCW's sale in 2000, he joined Computerworld as a news reporter covering the Federal government; Gary is currently a features writer.

Where he traveled: With his wife Caroline, he visited Vietnam, Laos and Cambodia.

Why he picked it: It seemed just exotic enough to be a really special trip, without being as difficult as Antarctica, Easter Island, Fiji or Galapagos, all of which were in the running.



At right: ***Gary Anthes*** *on the Mekong River near Luang Prabang, Laos.*

Below: Boats on Halong Bay, near Hanoi, Vietnam.

Trip highlights: Halong Bay covers hundreds of square miles and is a place like no other I have seen, with thousands of little islands and limestone stacks rising vertically out of the sea. Some of these structures have caves in them, and we explored one of them. There were eight other tourists on the boat, and the crew served us three meals a day, including the freshest seafood I have ever eaten.

Luang Prabang is a charming place, the kind of town one imagines was common in Southeast Asia 100 years ago. It's a sleepy, tree-lined little town punctuated by elaborate wats (temples) and mysterious alleyways waiting to be explored. It sits on a peninsula between the Mekong and Nam Khan Rivers, and I went out every morning at sunrise to photograph the rivers, the fisherman in their wooden sampans and the throngs of Buddhist monks who go out at dawn to receive food donations from the populace. The people there are incredibly gentle and polite, greeting everyone with a smile and a little bow with hands together in front of their chests, prayer-like. My blood pressure, which had reached astronomical levels in Hanoi's traffic (think Manhattan with no traffic signals and each taxi cab replaced by 10 motorbikes), receded toward zero in Luang Prabang.

To see a slideshow of more photos from Gary's trip, see this article on IDG Central.

The legendary Angkor Wat temple complex near Siem Reap, Cambodia resembled Disney World on one of its busier days, with dozens of tour buses and hundreds of tourists jockeying for position. Fortunately, there are many smaller but equally beautiful temple complexes in the region, some of them nearly deserted. One day, for example, our guide and driver took us two hours north to the lovely and uncrowded jungle temple Beng Melea, which predates Angkor. I half expected to see Indiana Jones there wrestling a king cobra.

The final highlight of our trip occurred on a private boat on the Tonle Sap Lake south of Siem Reap. During the dry season it's just a few feet deep and 1,000 square miles in size, but just after the monsoon season – when we were there — it swells to 6,200 square miles. At that time, whole villages — built up on stilts — can be reached only by boat. Our guide took us far offshore to a fishing boat, where we bought live shrimp, then to the fishing village Kompong Khleang, guiding our boat down its flooded main street. This is a place tourists seldom go, so we could see Cambodian society untainted by Western influence. While we roamed the street (a portion not flooded) on foot, snapping pictures of children, dogs and shops, our guide and the boat's captain cooked the shrimp and other fresh local fare for our lunch, which we ate in the captain's stilt house.

Guidelines available from Chairman's office

Employees who are approaching their 20th anniversaries with IDG may contact ***Maggie Murphy*** *(maggie_murphy@idg.com) in the Chairman's office to receive details to begin planning their trips.*

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 Web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG also publishes more than 300 magazines and newspapers in 85 countries. IDG's media brands include CIO, CSO, Computerworld, GamePro, InfoWorld, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, Entertainment for All Expo (E for All), Storage Networking World and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events. More details at http://www.idg.com.

IDG **World**Update

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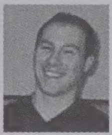
WWW.IDGCENTRAL.COM

New on IDG Central

Meet Your Colleague



While copy editors are among the unsung heroes at any media organization, **Fred O'Connor**'s efforts at the IDG News Service do not go unnoticed.

Quick Poll

What's the strangest way you've ever made a buck (or a yen, a pound, or a mark)? Tell us about it!

See http://www.idgcentral.com.

Inside this issue

InfoWorld Mexico transitions to CIO brand *page 2*

CIO Germany launches community platform *page 2*

One on one: IDC's Karsten Weide talks about new media, online advertising *page 3*

IDG Sweden introduces online press release service *page 4*

Celebrating 20: IDG's John Robison tours Greece *page 8*

Friedenberg earns top IDG management award

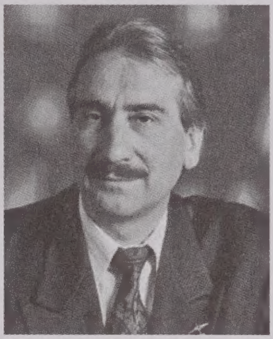
*IDG Chairman **Pat McGovern** (left) joined by IDG Communications CEO **Bob Carrigan**, congratulates CXO Media CEO **Michael Friedenberg**.*

CXO Media CEO **Michael Friedenberg** won the IDG Chairman's Cup award for Overall Management Excellence for FY07. Among the achievements cited by IDG Chairman **Pat McGovern** during the award presentation last month: CXO Media increased its market share, increased its rating of employee satisfaction, grew its revenue by 9% over the previous year and increased its operating profits by 293% over FY06. WU

Michael Hermann tapped to lead IDG Switzerland

Gebhard Osterwalder to retire after nearly 23 years of service

Hermann



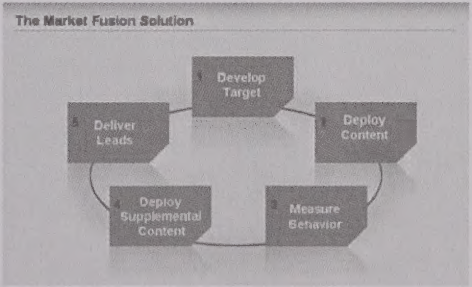
Osterwalder

Michael Hermann, currently director of marketing and advertising at Engeli & Partner Verlag, has been tapped to be the new country manager at IDG Switzerland, effective March 3. He will replace longtime Country Manager **Gebhard Osterwalder**, who announced his upcoming retirement to employees earlier this month.

continued on page 5

IDG launches premium lead generation program

Market Fusion service measures prospects' interaction with client content assets



The IDG Market Fusion service comprises five major steps.

IDG Communications is launching a premium lead generation service that combines behavioral tracking, targeted profiles and a pre-defined content strategy to deliver the most highly qualified prospects for clients.

IDG's Market Fusion service is built on groundbreaking research conducted by IDC that analyzed the information needs of corporate technology buyers as they move from consideration to purchase of products and services. Used in conjunction with IDG's custom Engagement Intensity Index, the IDG Market Fusion service helps marketers target prospective buyers with the appropriate information, in the most useful format at the right time in the buying cycle to "mentor" prospects through the purchase process.

IDC conducted its first biannual research study in partnership with the IDG Market Fusion program in June 2007, focusing on how people engage with content during the four key stages prospects go through on the path from consideration to purchase: general education, business case

continued on page 4

in brief newsworthy

InfoWorld Mexico begins identity transition to CIO Mexico

In a move to satisfy reader demands and ensure that the title properly reflects the content, the team behind InfoWorld Mexico began co-branding the publication with the CIO name this month. The InfoWorld name will be removed by July.

Publisher **Ricardo Castro** said when his company, Ediworld, began publishing InfoWorld under license to IDG six years ago, he intended the content to be a blend of Computerworld and InfoWorld. However, when the company began hosting round tables and seminars, advertisers expressed strong interest in reaching CIOs, and the content shifted to better suit that audience.

While readers and advertisers remained satisfied with the InfoWorld name, given that the publication was highly regarded in the market, many CIOs were aware of the U.S. publication and often asked when a Mexico edition would be published. When the U.S. edition of InfoWorld changed to an online-only format last April, competitor InformationWeek Mexico began spreading a rumor that InfoWorld Mexico was also closed. Because InfoWorld Mexico represented the brand's sole remaining print product in the world, Castro decided the time was right to make a change.

InfoWorld/CIO Mexico has a monthly circulation of 12,000; the January issue was 48 pages plus covers. The team introduced a new design more aligned with the CIO style, including a hot melt (bound), rather than stapled, spine. A CIO Web site will go live by March 15.

Ediworld also publishes PC World Mexico, which it licensed in 1995.

Write to Ricardo Castro at ricastro@iworld.com.mx.

WU

New addresses for IDC offices in Russia, India

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Russia
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Fax: +7-495-661-4386

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Karnataka, India
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For business unit and employee contact information, go to the online IDG Directory on IDG Central.

IDG employees can receive IDG World Update as a PDF file via e-mail. To request this service, write to world_update@idg.com. Current and archived PDFs are also available for download in the World Update section of IDG Central (http://www.idgcentral.com).

CIO Germany launches community platform; plans closed forum option

CIO Germany reconstructed its "profile database" of members last September, launching a new community platform on http://www.cio.de that attracted more than 6,000 new executives, boosting its membership to 33,000.

CIO.de, which is now the home of the largest German community of IT decisionmakers, plans to introduce several new features in the next few weeks.

A single sign-on enables community members to access the white paper download center as well as the premium area of CIO.de, which contains, for example, special editorial content and the Top 500 database with detailed information about the IT strategies of the 500 largest German companies. Users have a variety of choices as to how they can create their own networks with colleagues and friends, and they can trade ideas and ask questions of other registered users within the various discussion forums.

There are now links between CIO.de's editorial content and the platform. For example, if a community member is mentioned in an article within CIO.de, the person's name is linked to a section of the site that shows all the members with that name. Each name there is linked to the person's profile in the community area. "We need this solution because we have many people with similar names in the CIO community," said Web Managing Editor **Thomas Zeller**.

CIO.de staff promoted the new platform via e-mails to all newsletter subscribers and former premium users of the site.

Until now, any community member could participate in the discussion forums. Beginning in the next few weeks, members will have the option to create closed discussion forums visible only to members who have been invited by the forum moderator, and only those members can post and read other postings. "We created this mechanism because we found than many CIOs don't want to discuss their problems in the open forums," Zeller said.

Several other new features are being developed including ways for users to personalize the site.

CIO Germany's service provider, nbsp, developed the community database, and the forum software is a version of vBulletin.

Write to thomas.zeller@cio.de.

WU

Fast fact

For FY07, IDC had 17,450 worldwide media mentions, outpacing both Gartner (15,327) and Forrester (7,401 mention).

IDC also led the industry with 2,410 mentions in Wall Street brokerage reports, compared with Gartner's 2,102 Wall Street mentions.

the interview

one on one

Karsten Weide
IDC's program director, Digital Media and Entertainment, is this week's columnist. Reach him at kweide@idc.com.

> *"We know that by now consumers spend more time on the Internet than watching TV, and online advertising spending has not kept up with this development. That means there is a huge potential for growth in online video ads."*

More on IDG Central

Karsten Weide spoke about these and other new media issues at the Global Product Line Meeting in Boston last October. Download his presentation and watch an interview with him by going to the IDG Global Meetings section of http://www.idgcentral.com.

Q What's with social networks? Is this just media hype, or will they ever make any money?

A What is real about social networks is that they are indeed incredibly popular. We know from our research that over 40% of all U.S. Internet users visit social networking sites frequently. And this reach into the Internet audience will only grow. Most of today's users of social networks are young, under 25, and as they grow older, their online behavior will wander up the age pyramid. What is not so real about social networks is the revenue. So far, few of them are making very much money. Their business model is advertising. But if you visit sites such as YouTube or Facebook or MySpace, you will not find a whole lot of advertising.

There are a number of reasons why this is, but the most important one is that social networks lack what we call "brand-safety." There is no control on what content users can upload to a social network, so there will also be illicit, unfitting or simply stolen content on them. And if you are Kraft or Colgate-Palmolive or General Motors, you don't want your ad to be displayed against such content. However, there are several ways to fix this problem, and I believe that the operators of social networks will fix them after a while. Wherever there are a lot of eyeballs, there will eventually be advertising.

Q What would you say is the most important overarching trend that will shape the new media in the years to come?

A When we talk about the business of new media, we primarily talk about advertising. Of course, there is also money in paid-for content, but advertising makes six to eight times as much money, so that is what we focus on in our research. For advertising in the new media, we will see a continued strong growth in the next several years. Spending on Internet advertising has grown about 25% in the U.S. in the last year, about seven times as fast as the overall economy. I think it will grow around 20% this year, even if we enter a recession, and it will continue to grow by double digit growth rates for several more years to come.

So, to begin with, that means the new media are an exceptionally lucrative business to be in. It is a very young industry with low barriers to entry still, and that means that even only moderate investments into this sector can buy you a lot of good business. Beyond that, things become even more interesting: Eventually, all advertising will be digital or IP-based. All ads will be created, tested, sold, managed and measured digitally (if not in all cases delivered digitally, as is the case for print media). And that means any company that creates a business in digital marketing is in a good position to win business that today is part of the traditional media.

Q Which kind of online advertising will be important in the future?

A Search advertising today is the most important online advertising format with a market share of over 40%. It is not going to go away, in fact, in absolute terms, more money will flow into search ads. However, what we will also see is that even more money than that which flows into search ads will be moved into what we call online video ads — essentially online commercials similar to the ones you know from TV. And that means that the search advertising market share will start to decline while that of rich media ads will increase. And market shares are what Wall Street and corporate strategists are keeping an eye on.

The reason why this will happen is that big brand advertisers will move TV budgets onto the Internet. Consumers spend more and more time on the Web, and marketers simply follow the eyeballs. In fact, we know that by now consumers spend more time on the Internet than watching TV, and online advertising spending has not kept up with this development. That means there is a huge potential for growth in online video ads.

Q What happens to the good old banner ad?

A Banners, skyscrapers, rectangle ads and a number of other ads fall under the moniker of display ads. Only six years ago display ads had a market share of over 50%; today, they are at about 20%. The bottom will not drop out of this segment, but we will see an ongoing slow attrition of market share. That is, unless somebody finds a way to make display ads as relevant as search ads. Display ads are still being used as if they were ads in a newspaper or magazine; it's a shotgun approach in which you hope that the right people will happen to see them. Now the race is on to develop technology that makes display ads just as relevant as search ads. If that happens, it could change the landscape of online advertising quite significantly. The most important technology here is behavioral targeting: the means by which Web sites can use online users' past Web browsing and purchasing information to target ads very precisely at consumers. Of course, the major problem here is privacy concerns, and that is something that the industry will have to take very, very seriously.

What is the Engagement Intensity Index algorithm?

The Engagement Intensity Index™ algorithm, developed by IDG Connect General Manager **Frank Cutitta**, is a key component of the IDG Market Fusion service. It uses a variety of components including:

- Number of engagements by the customer.
- Degree of difficulty or complexity of the content asset(s) consumed within each segment of the buying cycle.
- Pathways the customer used to find the content asset.
- Specific type(s) of content consumed (white paper, blog, webcast).
- Content subjects (via a linked taxonomy).
- Timeframe measurement (how content is consumed over a prescribed period of time).

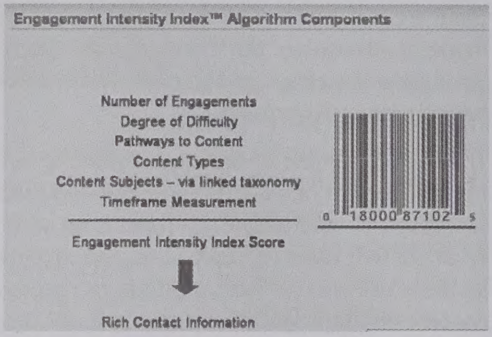
The algorithm allows IDG to score each lead and provide the client with a list of high-quality premium leads most likely to be near a purchase decision.

Market Fusion

continued from page 1

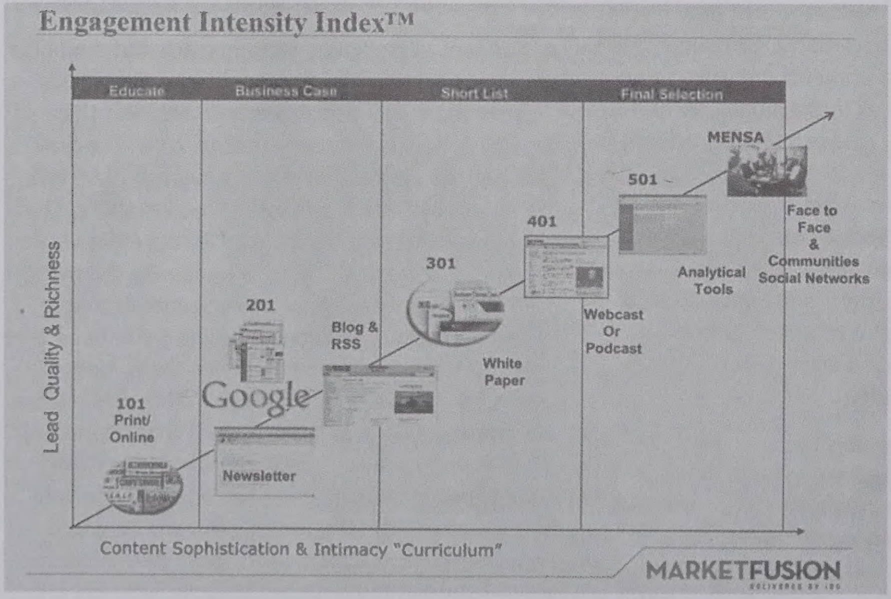
development, vendor shortlist and evaluations and final selection. The study involved online interviews with 333 IT professionals and line of business purchasers across a range of industries drawn from IDC's Enterprise panel of 6,500 business professionals.

The research found that buyers' content and format preferences evolve from print, online and search during the general education phase to white papers, webcasts and podcasts during the business case development phase to analytical tools and face-to-face meetings as a vendor is selected. (See Engagement Intensity Index graphic below.)



Each content asset carries a "SKU" or ID that allows users' interactions with that content to be tracked.

"The research challenges the traditional marketer assumptions about the best ways to reach qualified prospects," said **Matthew Yorke**, senior VP, sales and marketing, IDG Communications. "Despite widespread agreement that customer focus is growing in importance, the research confirms that the priorities of IT sales and marketing and the priorities of buyers are often misaligned." Noting that marketers have often been too caught up in worrying about the delivery channel rather than the content, Yorke said it is content relevance and credibility that prospects value above other factors such as format and communications channel. "Get the message right and then think about format," he said.



Prospects' content consumption evolves in line with their progress along a buying cycle continuum from a reliance on print and online content in the early stages through online newsletters, blogs, RSS feeds and white papers as they develop their business case and identify potential vendors to analytical tools, social networks, face-to-face communications and peer networks as they make their final selections.

The first step in getting the message right is performing a content audit, said **Frank Cutitta**, general manager of IDG Connect, who, along with Yorke, has been actively promoting the IDG Market Fusion service to key marketers and agencies. "What has been somewhat unexpected," said Cutitta, "is the strong demand we are seeing from our clients for assistance in performing these content audits." This has led to the formation of a Content Optimization Practice, managed by IDG Connect, to assist in analyzing clients' marketing assets.

Once a client has the appropriate lineup of content assets (white papers, webcasts, blogs and so forth) customer intelligence tools can be used to tag those assets, which are deployed across various IDG Web sites and database mailings. Those tools allow IT marketers and agencies to track what content is being consumed and by whom and when. By applying the Engagement Intensity Index, an algorithm developed by Cutitta, leads can be scored based on the full scope of the prospects' interactions with optimized content. This results in what Cutitta calls a "dossier-based" lead rather than a simple business card contact.

Automating the collection of customer intelligence information, which is used to calculate a prospect's content engagement and intensity, is being handled by IDG VP of Technology **Nancy Newkirk**. The process involves attaching a "SKU" of sorts (see graphic above) to each asset that travels with them regardless of where they originate (Web site, e-mailing, webcast, white paper library, etc.). "Each time a prospect engages with content, that prospect's file is updated so that we get a full picture of their interests — and their level of sophistication and urgency," Cutitta said.

The rules of lead generation have changed, Cutitta noted. "Research confirms this is as much an e-learning process as it is a brand or product marketing exercise. IDG's Market Fusion services help our clients to optimize their content assets and to build a marketing 'curriculum' that assures much greater leverage and ROI on their lead generation programs."

More information about IDG Market Fusion services can be found at http://www.idgmarketfusion.com or by contacting Matthew Yorke at matthew_yorke @idg.com or Frank Cutitta at frank_cutitta@idg.com. WU

IDG

Current Jobs, Week of January 21, 2008

BU	Category	Title	Location	Contact	Email	Phone
Computer World						
	Events	Conference Marketing Specialist	Framingham MA	M. Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Events	Customer Service Coordinator	Framingham MA	M. Scanlon	mary_scanlon@computerworld.com	508-628-4903
CXO Media						
	EP	Sales Associate	Framingham	P.Chisholm	pchisholm@cxo.com	508.935.4734
	EP	Meeting Planner	Framingham	P.Chisholm	pchisholm@cxo.com	508.935.4734
	EP	Markting Specialist	Framingham	P.Chisholm	pchisholm@cxo.com	508.935.4734
	Editorial	Editor	Framingham	P.Chisholm	pchisholm@cxo.com	508.935.4734
	Online	Director, of Network and Systems Operation	Framingham	P.Boyle	pboyle@cxo.com	508.935.4192
	Online	Senior Web Systems Administrator	Framingham	P.Boyle	pboyle@cxo.com	508.935.4192
	Online	Java Developer - 2 Open Positions	Framingham	P.Boyle	pboyle@cxo.com	508-935-4192
	Online Sales	Online Sales Account Services Specialist	Framingham	P.Boyle	pboyle@cxo.com	508.935.4192
	CEC	Account Exeutive	Framingham	P.Boyle	pboyle@cxo.com	508.935.4192
	CEC	Group Services Manager	Framingham	P.Boyle	pboyle@cxo.com	508.935.4192
Financial Insights						
	Research	Research Manager, Financial Insights	Framingham, MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Associate Research Analyst, Financial Insights	Framingham, MA	Susan Brown	sbrown@idc.com	508-935-4099
Energy Insights						
	Research	Research Analyst, Energy Insights	Framingham, MA	Michelle Hockman	mhockman@idc.com	508-935-4133
ESG						
	Circulation	Circulation Coordinator	Framingham	P.Boyle	pboyle@cxo.com	508-935-4192
Global Retail Insights						
	Research	Research Director, Retail Store, Channel and Consumer Strategies	Framingham, MA, Irvine CA	Susan Brown	sbrown@idc.com	508-935-4099
	Sales	Sr. Acct Executive	Framingham	Leah Barton	lbarton@idc.com	508-935-4336
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	Consulting	Consulting Manager, Telecom	Framingham, MA	Susan Brown	sbrown@idc.com	508-935-4099
	Consulting	Consulting Manager, Software	Framingham, MA	Susan Brown	sbrown@idc.com	508-935-4099
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	Research	Sr. Research Analyst, Mobile Consumer Services	Framingham, MA or Falls Church,	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Mobility, Computing, and Consumer Primary Research	Framingham, MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Software Sales Channels	Framingham, MA or Toronto	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
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	Research	Research Director, Global SMB Research	Framingham, MA	Susan Brown	sbrown@idc.com	508-935-4099
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	Research	Sr. Research Analyst, Global BPO Services: Market Opportunities by Key Business Processes	Framingham, MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
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	Technology	Product Manager-IDC.com	Framingham, MA	Annmarie Allen	aallen@idc.cm	508-935-4137
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	IS	Technololy Support Analyst	Framingham MA	B. Ramistella	beth_ramistella@idg.com	508-988-7871
	IS	Web Developer	Framingham MA	B. Ramistella	beth_ramistella@idg.com	508-988-7871
IDG Entertainment						
	Edit	Editorial Intern	San Francisco CA		editjobs@gamepro.com	
	Web Development	Web Developer	San Francisco CA	http://careers.idg.com		
Industry Insights						
	Marketing	Marketing Manager, Insights	Framingham, MA	Susan Brown	sbrown@idc.com	508-935-4099
Infoworld						
	Admin	Office Coordinator	San Francisco CA	J. Gardner	jillian_gardner@idg.com	508-935-4041
	Sales	National Online Sales Leader	San Francisco CA	J. Lynch	julie_lynch@computerworld.com	508-820-8162
	Online	Web Designer	San Francisco CA	J. Gardner	jillian_gardner@idg.com	508-935-4041
Macworld						
	Edit	Associate Editor	San Francisco CA	http://careers.idg.com		
Manufacturing Insights						
	Research	Research Manager, Manufacturing Insights	Framingham, MA	Susan Brown	sbrown@idc.com	508-935-4099
	Sales	Sales Rep	Framingham, MA	Leah Barton	lbarton@idc.com	508-935-4336
Network World						
	Events	Event Registrar & Customer Service Manager	Southborough MA	E. Cormier	careers@nww.com	508-490-6454
	Sales	Client Services Manager	Southborough MA	E. Cormier	careers@nww.com	508-490-6454
PC World						
	Advertising Operations	Senior Ad Trafficker	San Francisco CA	http://careers.idg.com		
	Research	Director of Research	San Francisco CA	http://careers.idg.com		
PC World/Macworld						
	Advertising Operations	Ad Ops Coordinator	San Francisco CA	http://careers.idg.com		
WEC						
	Sales	Sales Manager	Framingham MA	Sara Scogland	sara_scogland_idg.com	508-935-4161

Go to http://careers.idg.com to view all current job opportunities at IDG

Coming up

Virtualization Executive Forum
Feb. 4
San Francisco
http://www.infoworld.com

IDC Green IT Forum East
Feb. 28
New York Marriott Financial Center
New York City
http://www.idc.com

Premier 100
March 9-11
A Computerworld event
Rosen Shingle Creek Resort
Orlando, Fla.
http://www.premier100.com

Industry Insights San Jose
March 10
San Jose Convention Center
San Jose, Calif.
http://www.idc.com

IDC Directions 2008
March 11
San Jose, Calif.
http://www.idc.com

CSO Perspectives Conference
March 16-18
A CXO Media event
Intercontinental Buckhead
Atlanta
http://public.cxo.com

CIO Summit in the Middle East
March 16-17
Grand Hyatt
Dubai
http://www.idc-cema.com

IDC Directions 2008
March 19
Hynes Convention Center
Boston
http://www.idc.com

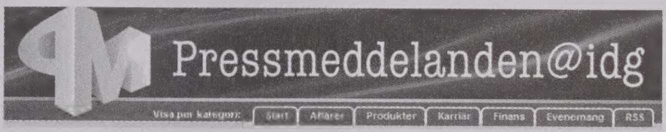
Open Source Business Conference
March 25-26
An InfoWorld event
The Palace Hotel
San Francisco
http://www.infoworld.com

SaaScon
A Computerworld event
March 25-26
Santa Clara Convention Center
Santa Clara, Calif.
http://www.saascon.com

IDG Sweden adds revenue with press release service

IDG Sweden is test-driving some new online content that meets reader interests and also adds to the company's bottom line.

The business unit surveyed a statistically relevant number of IDG.se readers late last year, and more than half of them liked the idea of accessing company press releases online. Launched in mid-December, Pressmeddelanden@IDG (http://pressmeddelanden.idg.se.) provides a means for clients to get visibility for their companies.



Companies can sign on any time for the service and agree to a three-month cancellation period. They pay a monthly fee for IDG to post their press releases within the Business, Products, Career, Financial or Events tabs of the section. Readers can sign on for an RSS feed. Companies that use a PR agency pay 1,000 SEK a month (US$640) and those that don't have an agency pay 2,000 SEK ($1,280). So far 10 clients have signed on, and IDG Sweden's goal is to retain 180 clients by the end of the year. Business Manager **Thomas Roos**, who manages sales for the new section, said the lower rate for a PR agency enables the agency, which is essentially serving as a retailer for the press release service, to charge its client a fee for making the arrangements.

IDG Sweden journalists can link to the press releases from their stories if they think they're relevant. The business unit reserves the right not to run a press release that it considers inappropriate for the site.

The five most recently posted press releases appear on the home page of IDG.se with a link back to Pressmeddelanden@IDG.

Larger companies post eight to 15 press releases per month, while smaller clients have run anywhere from one to five; there is no limit on the number of releases a client can include each month. IDG Sweden provides clients with metrics regarding press release traffic. Roos suggests clients include a direct link from the press release to the company's site, but the final decision is up to the client.

Pressmeddelanden@IDG has already attracted 10,000 unique visitors, and a marketing campaign for the site will begin in late January.

Write to thomas.roos@idg.se.

Switzerland

continued from page 1

Hermann has extensive experience in both the consumer and enterprise media markets in Switzerland, noted **Keith Arnot**, vice president, International Finance, who headed up the search for Osterwalder's replacement. "I am confident that Michael will be a great asset for IDG Switzerland and that he will prove to be a wonderful colleague for IDG managers in Europe," Arnot said.

With Engeli & Partner, Hermann had management responsibility for the print and online activities of KMU Magazine, the country's leading B2B publication for top executives in the small- to medium-size enterprise market; as well as other leading business and political titles such as Innovation Management and Nebelspalter. Previously, he worked for Jean Frey AG, where he was responsible for the political news title Die Weltwoche and for the management of the company's industry and customer events business.

"IDG Switzerland has very attractive print, online and event products and an excellent reputation," Hermann said. "PCTipp and Computerworld provide essential information for consumer and enterprise audiences. The IDG Switzerland team is highly regarded in the local market, and I am very much looking forward to working with this group to develop new offerings, particularly in the online and events sectors," Hermann said, adding, "I am also excited about the opportunity to develop a worldwide network with other IDG country managers."

Osterwalder, IDG Switzerland's founding country manager, steps down after nearly 23 years with the company he helped launch in June 1985. He said he is proud of IDG Switzerland's role as the largest IT media company in the country. "I have really enjoyed my 23 years at IDG, where I have both learned a lot and made many good friends all over the world," Osterwalder said.

Hermann, 39, his wife and son, live near Zurich. In his free time, he enjoys oil painting and skiing, relaxing in his garden and perfecting his repertoire of Italian cooking.

Write to michael.hermann@freesurf.ch.

noteworthy people

Promotions

IDG WORLD UPDATE

McKean

IDG Research Services Research Manager **Jen McKean** has been promoted to research director. "A 10-year veteran at IDG, Jen has played a key role in the development of research to support marketing programs across IDG's media brands," said General Manager/VP **Janet King**. "Jen's outstanding customer service has been recognized by her clients and peers alike. Jen is a valuable member of the IDG Research team who continues to drive our business forward as both a top-notch research professional and a manager." *jen_mckean@idg.com*

LYNN HOLMLUND

Taylor

Associate Editor **Anne Taylor** has been promoted to managing editor for CXO's Custom Solutions Group (CSG). "Since joining CXO last year, Anne has excelled across all our disciplines," said **Jim Malone**, CSG editorial director. "She's a top-notch editor; her abilities as a project manager are unparalleled; her client relationship and management skills are the best. Most of all, her ability to transform a client's marketing plan into a lead-generating CSG project that resonates with our readers has made her a valued advisor to our customers. With Anne, clients quickly learn they're getting an editor that lets nothing fall through the cracks; one who's willing to challenge them when necessary and guide them to the best possible result. Anne's excellent work was recognized recently when she was named a winner of the President's Award." *ataylor@cxo.com*

New employees

Pauline Leow is IDC Singapore's new director of event marketing services Integrated Marketing Services. Prior to joining IDC, she held various key functional roles with some of the region's leading convention and exhibition organizations. She earned a B.A. in mass communications from Curtin University of Technology in Perth, Western Australia. She enjoys scuba diving in her free time and is an avid underwater photographer. *pleow@idc.com*

Regional Account Executive **Brendan Sheares** comes to IDC Asia/Pacific from his role as brand manager with Pernod Ricard. He holds a B.A. in media and communications management from the University of South Australia and a diploma in civil engineering. His interests include reading, music, mountain biking, tennis and traveling. *bsheares@idc.com*

Computerworld's new features and reviews editor is **Barbara Krasnoff**; she was previously reviews editor at CMP's InformationWeek. She holds a B.A. in English literature and creative writing from the State University of New York/Binghamton University. Outside the office, she writes science fiction and fantasy and recently sold short stories to Electric Velocipede, Behind the Wainscot, Escape Velocity and Sybil's Garage. *barbara_krasnoff@computerworld.com*

Previously vice president of list services with Oceanos Marketing, Inc., **Kathryn Marston** joins IDG List Services as brokerage services manager. She holds a B.A. in communications from Regis College in Weston, Mass., and enjoys kayaking and travel. *kmarston@idglist.com*

Network World's Events group has hired **Mary Fallon** as editor-in-chief and site producer of DEMO.com. She was previously multimedia editor of "Florida Today," a Gannett Web site and newspaper. A former journalist with the San Jose (Calif.) Mercury News and the Worcester (Mass.) Telegram, she has also held management positions in public relations and marketing for Apple, HP and Palm. She holds a B.A. in journalism from the University of Bridgeport (Conn.) and an M.A. in mass communications with an emphasis in documentary filmmaking from the University of Florida's Documentary Film Institute. Her thesis documentary, "24/7," won several awards, including Best Documentary by the Florida Motion Picture and Film Association in 2006 (http://www.247themovie.com). Still a documentary filmmaker, she is currently studying falconry and at the gym getting ready for ski season. *mfallon@demo.com*

Christine Celli is CXO Media's new assistant managing editor of CIO. She was previously editor of Playbill Boston and Panorama: The Official Guide to Boston for Jerome Press Publications. She holds a B.A. in English literature from Boston's Northeastern University and enjoys cooking, baseball and photography. *ccelli@cio.com*

Hilwa

Al Hilwa is IDC Framingham's new program director for Application Development Software research. He previously worked for Microsoft Corp. as a senior product manager on the SQL Server database team and then was a senior strategist with the Application Platform marketing team. He holds a B.A. in mathematics and computer studies from Lawrence University in Appleton, Wisc., and an M.S. in computer science from Washington University in St. Louis. He has two sons, 10 and 5, who keep him busy. He also enjoys hiking, boating — "anything to do with the sea" — cinema and foreign affairs. *ahilwa@idc.com*

IDG WORLD UPDATE

Fondnazio

John Fondnazio is CXO Media's new national sales manager for the CIO Executive Programs; he was previously VP of sales with Chase Marketing. He holds a B.A. in marketing from Loyola Marymount University in Los Angeles and is an avid golfer and snowboarder and occasional surfer. *jfondnazio@cio.com*

Marketing Specialist **Rachel Dell'Olio** comes to IDG World Expo from Digital Federal Credit Union where she was a marketing coordinator. A graduate of the University of Massachusetts/Amherst, she holds a B.A. in communications with a minor in comparative literature. Away from the office she enjoys reading, cooking shopping and socializing with friends. *rachel_dell'olio@idg.com*

Returning employees

Senior Consultant **Renee Kiosoglous** returns to IDC Australia after taking time off to start an M.B.A. program in marketing and strategic management at the University of Technology in Sydney. She also holds a B.A. in sociology and modern Greek from the University of New South Wales. Renee enjoys Pilates, ballroom and Latin dancing and volunteers with the Garvan Insitute, a medical research group. *rkiosoglous@idc.com*

service nniversaries

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Ana Beatriz Colussi *IDC Argentina*
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Christine Freise *IDG Germany*
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Boris Boehles *IDG Germany*
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Kristen Fournier *IDG Research Services*
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Thomas Zhou *IDC China*
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Tais Fuocco *IDG Brazil*
Thomas Jensen *IDG Denmark*
Antoinette Aranibar *IDC Peru*
Monica Siono *IDC Brazil*
John Anane-Sefah *Online Publishing Group*
Aaron Valade *Online Publishing Group*
Erica Foster *CXO Media*

celebrating 20!

Employees who celebrate two decades of service to IDG are recognized with a very special gift from the Chairman's office: a 20th anniversary trip to the destination of their choice. From time to time, IDG World Update will profile some of the employees achieving this milestone anniversary and the trips they have taken.

John Robison
Senior Credit Analyst, IDG

IDG career path: Joined IDG June 9, 1986 as a credit analyst. Twenty-one-and-a-half years later, John says, "I'm still enjoying the job and the people I work with." In 1992, John was promoted to senior credit analyst.

Where he traveled: John and his wife Robin, also an IDG employee, took a Royal Caribbean cruise through the Greek islands.

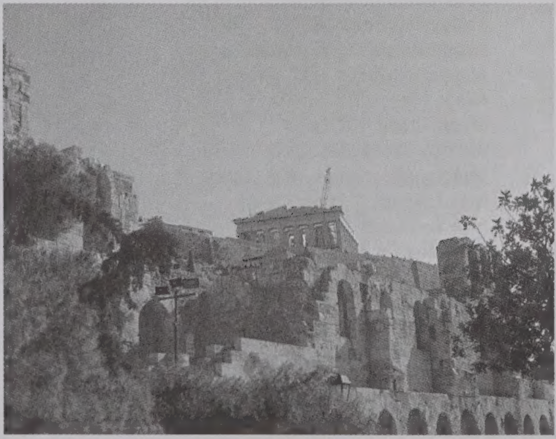
Trip highlights: "This was our first cruise and our second time to Europe. Royal Caribbean made us feel like royalty and it's true what they say about cruises...you never go hungry. The food was incredible!

To see a slideshow of more photos from John's trip, see this article on IDG Central.

"We could easily have spent the whole week on the ship itself relaxing by the pool during the day, eating whenever we wanted, hitting the gym or the spa, browsing the duty-free stores, playing mini-golf, climbing the rock wall and then in the evening there was gambling, nightclubs and more fabulous food!

"The ship had five destinations: Mykonos, Athens, Katakolon, Corfu and Split Croatia. At each port we would take tours or just explore on our own. We loved Mykonos, where we took a tour to the ancient ruins of Delos and later, back in Mykonos, had dinner and walked around the shops of this quaint little town. We took a tour of Athens to see all the historical sights you always hear about including the Acropolis and the new and old Olympic stadiums. In Corfu, we went to the beach and swam in the Mediterranean Sea. Each day we would return to the ship, spend a few hours relaxing by the outdoor salt water pool and then head to a delicious dinner and maybe a show or a visit to the casino."

*(Above): **John** and **Robin Robison** at dinner aboard and their ship, the Splendor of the Seas, pictured at right.*



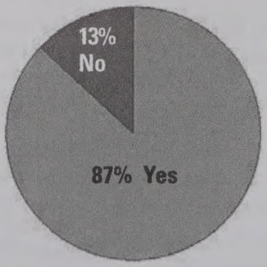
John and Robin toured the historic sites of Athens, including the Acropolis.

Guidelines available from Chairman's office

*Employees who are approaching their 20th anniversaries with IDG may contact **Maggie Murphy** (maggie_murphy@idg.com) in the Chairman's office to receive details to begin planning their trips.*

Question of the Week results: January 7

Have you ever Googled yourself to find out what info about you is online?



Log on to www.idgcentral.com for this week's question:
Where would you go for your IDG anniversary trip?

and finally

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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Claudia Mercado *InfoWorld/CIO Mexico*

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 Web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG also publishes more than 300 magazines and newspapers in 85 countries. IDG's media brands include CIO, CSO, Computerworld, GamePro, InfoWorld, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, Entertainment for All Expo (E for All), Storage Networking World and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events. More details at http://www.idg.com.

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WWW.IDGCENTRAL.COM

Macworld sees gains in attendance, exhibitors at 24th expo

The 24th Macworld Conference and Expo, held Jan. 14-18, drew 10% more attendees than last year's event and hosted 475 companies — a 20% increase — at San Francisco's Moscone Center.

IDG WORLD UPDATE

(L-R): *PC World/Mac Publishing Director of Subscription Acquisition* ***Linda Trinh****, Mac Publishing Sales Associate* ***Paul Moretti****, temporary help Judi Lowe and PC World Senior Marketing Specialist* ***Michelle Kloss*** *were on hand at the Mac Publishing booth to answer questions.*

"Macworld has truly become a central place where attendees can learn, network and do business every year," said **Paul Kent**, vice president of show organizer IDG World Expo. "Our goal is to make each show better than the last, and we're thrilled that we achieved that goal with this year's event."

Hundreds of new products for the Mac, iPod and iPhone were shown at the event, but most of the attention went to Apple's new MacBook Air, a slim, ultralight notebook. Macworld magazine used the trade show to announce its Best of Show winning products and companies. Next year's Macworld Expo is scheduled to take place Jan. 5-9 in San Francisco.

IDG WORLD UPDATE

PC World Media Specialist ***Chris Manners*** *and Senior Editor* ***Narasu Rebbapragada*** *filmed a video segment on the MacBook Air for the PC World site.*

For details go to http://www.macworldexpo.com. For a slideshow of this year's expo and IDG's presence there go to IDG Central.

WU

Macworld.com makes structural improvements

Accompanying new design makes site more accessible to broad audience

Motivated by a need to change the back end of its Web site, Macworld changed the front end as well, launching a redesigned Macworld.com on Dec. 20. The site's last redesign was four years ago.

"Our No. 1 motivator was that the technology we were using to run our site was not something we could keep using," said **Jason Snell**, VP and editorial director of Mac Publishing in San Francisco. "It had lots of issues, and there was a lot to be gained from sharing our infrastructure with PC World. Since we needed to make a structural change, it was time to have a new visual design as well. Four years is a lifetime on the Web."

Snell said the online team's manifesto was to move to a completely different site technology and redesign the site without losing any features the Macworld Web audience was used to. "After that, we can innovate and go forward and add new features, but first we needed to move to the new platform," he said.

IDG WORLD UPDATE

(L-R): Mac Publishing VP and Editorial Director ***Jason Snell****, PC World Director of Web Development* ***Jason Brightman*** *and Mac Publishing Online Managing Editor* ***Curt Poff****.*

continued on page 4

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IDC's Mike Gerard, Cindy Borovick win James Peacock Award *page 2*

Mary Dolaher honored in ABM's first Women in B-to-B Awards program *page 2*

One on one: IDC CEO Kirk Campbell *page 3*

IDG Sweden offers employees [illegible]ee days of training to kick off [illegible]w year *page 5*

Off line: Enter our new cartoon caption contest *page 8*

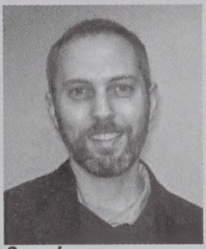
in brief newsworthy

IDC's Mike Gerard, Cindy Borovick win James Peacock Award

In what has become a time-honored tradition at IDC's Framingham, Mass., headquarters, employees gathered in a conference room on Jan. 22 to watch the presentation of the company's most prestigious research award. This year Executive Advisory Group Research Director **Michael Gerard** and Data Center Networks Director **Cindy Borovick** stepped forward to receive the James Peacock Memorial Award.

IDG Chairman **Pat McGovern** established the Peacock Awards in 1985 to honor the accomplishments of Jim Peacock, an IDC vice president for 15 years until his death in 1981. The award recognizes the employees who best follow Peacock's example of professional excellence in organizing, conducting and completing research effectively and on time and successfully communicating the results of that research to IDC clients.

IDC's vice presidents and senior vice presidents nominate employees for the award. IDC President & CEO **Kirk Campbell** makes the final selection, and he and McGovern present the award each January.



REBECCA FREEMAN

Gerard

Gerard, who joined IDC in 2003, oversees the Executive Advisory Group research operations that realized a revenue growth rate of more than 40%. His accomplishments include scoping and managing a research agenda for marketing operations executives that helped the CMO (chief marketing oifficer) Advisory service reach renewal rates of more than 80% in 2007. Gerard also unified the research schedules of the CMO and Sales Advisory services, strengthening IDC's competitive position while saving time and money. He has been a key contributor to the success of the Leadership Board Meetings in which executive-level clients learn about the latest research, share best practices and shape IDC's research agenda.

Borovick

Borovick, who just celebrated 20 years with IDC in December, has the "experience and knowledge to provide clients with both the qualitative and quantitative perspective on market trends and then present key findings at the strategic level," according to her nomination. She works effectively with other analysts in the U.S. and internationally across a wide range of topics and has led ground breaking research.

Write to HR/Education Coordinator ***Rebecca Freeman*** *at rfreeman@idc.com.* WU

Correction

The story about IDG Sweden's new press release service (IDG World Update, Jan. 21) contained incorrect exchange rates. The sentence should have read "Companies that use a PR agency pay 1,000 SEK a month (US$154) and those that don't have an agency pay 2,000 SEK ($310)."

Mary Dolaher honored in ABM's first Women in B-to-B Awards

Honored in the ABM's inaugural Women in B-to-B awards were (l-r): Deirdre Bigley, VP, worldwide advertising and interactive, IBM; Peggy Walker, president and COO, Vance Publishing; Gloria Scoby, SVP/group publisher, Crain Communications; ***Mary Dolaher,*** *CEO, IDG World Expo; Nina DiSesa, chairman, McCann-Erickson New York; and Erin Moriarty, CBS News correspondent. Also pictured, Computerworld President and CEO* ***Matt Sweeney****.*

On hand to congratulate IDG World Expo CEO ***Mary Dolaher*** *(right) were Network World regional account directors* ***Jacqui DiBianca*** *(middle) and* ***Elisa Della Rocco****. In all, more than a dozen IDG colleagues were in attendance.*

IDG World Expo CEO **Mary Dolaher** was one of six women honored last month by the American Business Media in its first award program designed to recognize the achievements of leading female executives in business media.

Women in Business-to-Business: Real Stories, Real Successes drew a standing-room only crowd to the Prince George Ballroom in New York City on Jan. 23 where more than 150 business media professionals gathered to watch the women receive the Gertrude Crain award for their respective achievements in b-to-b media, marketing and advertising.

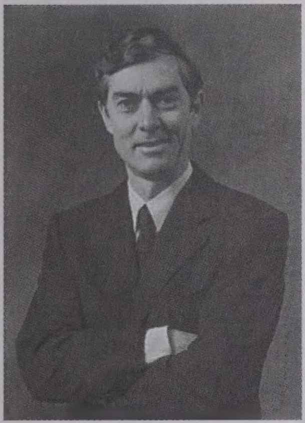
A highlight of the evening was a candid roundtable discussion among the honorees, which was moderated by CBS News correspondent Erin Moriarty, herself one of the six Crain award recipients, in which the winners discussed the challenges and stereotypes women face in the industry as well as the evolution of women's roles.

"I believe the glass ceiling that existed 20 years ago is breaking down around us. We can't be afraid to fail; a person learns the best lessons from failures. You need to simply dust yourself off and try again. Additionally, we shouldn't be afraid to speak — show what you know, and show that you're willing to learn what you don't. Lastly, communicate well upwards and downward." WU

the interview

one on one

Kirk Campbell
IDC's president & CEO is this week's columnist. Reach him at kcampbell@idc.com.



> *IDC is a very entrepreneurial company with customer needs driving product innovation; we have many new and updated 2008 products in our offerings at the country, regional and worldwide levels."*

Q What are your expectations for IDC's FY 2008 performance worldwide compared with '07?

A We expect that IDC's total business will grow at a healthy pace in FY 2008 with an even better improvement in the profit results. As you would expect, the business in the United States likely will grow at a slower pace than IDC's regional businesses due to the fact that IDC U.S. is the largest single IDC business unit, and the U.S. is entering a year of slowing domestic IT demand. The regions of Central and Eastern Europe, the Middle East, Latin America and Asia Pacific all will achieve excellent growth rates in 2008 as IT vendors increase their investments in these high-opportunity geographic markets. IDC's Insights business units, which provide technology advice to IT professionals and business executives in specific industries, will record the highest revenue growth rates as these relatively new business units continue to make excellent progress in building their positions in the marketplace.

Overall, IDC's business is off to a good beginning this fiscal year. IDC's first quarter revenues grew by 11% over the prior year using the exchange rates at the time of reporting and profits increased by 25% (reporting IDC results the same way as do our publicly owned competitors). If you take out the impact of exchange rates, then IDC first quarter revenues grew by 6% and profits by 18%, respectively.

Q How is IDC doing compared with its competitors?

A Outsell Inc., the research firm that studies the information industry including the technology market research business, recently issued its preliminary estimates for how well IDC and its competitors performed in 2007. IDC continues to be the second largest technology research company in the industry, with Gartner retaining its No. 1 position and Forrester coming in third in the market research industry rankings. The top three technology research companies (Gartner, IDC and Forrester) now comprise over 60% of the total technology research industry (estimated size of $2.8 billion) and are increasing their market share each year. The smaller market research firms are having a hard time as customers seek to consolidate their market research spending with the highest quality, large companies with the most comprehensive range of offerings. As a result, there is considerable merger and acquisition activity among the smaller market research players. For example, Ovum, a telecom market research company, was acquired by a larger, industry-focused market research company named Datamonitor, which in turn was recently acquired by an even larger information company, Informa. This type of acquisition activity creates lots of internal disruption and provides an opportunity for IDC to hire high-profile research analysts from such firms, which we are doing.

Q What are some of the new products that IDC is launching this year to drive revenue growth?

A As always, IDC is a very entrepreneurial company with customer needs driving product innovation. So we have many new and updated 2008 products in our offerings at the country, regional and worldwide levels. I will highlight some of the major new initiatives:

- Our Tracker quarterly data products are a huge subscription business for us with customers standardizing on IDC data to run their businesses. We are focused on increasing the content, quality and data consistency of our various Hardware, Software and Services tracker products worldwide, which will increase client bookings. We also are adding an Enterprise Network Tracker and launching a Server Virtualization Tracker that will be a hot new product.
- Our consulting business is a top priority growth area in all IDC regions in 2008 since there are always more opportunities to sell customized research solutions to clients. **Vito Mabrucco**, country manager of IDC Canada, was promoted last summer to senior vice president in charge of IDC's worldwide consulting business. He is doing excellent work to improve our global consulting business model and drive higher revenues. In the consulting business we are aggressively pushing the sale of global market data model projects, which we have had a lot of success with in recent years.
- The Telecom Services industry is as big as the overall information technology industry. IDC already has a large telecom research business, but there is a great deal more room for growth given that there are leading telecom services providers in every country around the world. As part of IDC's planned expansion in the telecom research business, we recently announced the promotion of IDC's top telecom research analyst, **Mark Winther**, to the new position of group vice president and consulting partner for telecommunications. He now is leading our first dedicated global telecom consulting practice team, which is developing new business with leading Telecom companies worldwide.
- Our Conference business is another top priority

contined on page 5

Macworld.com

continued from page 3

Macworld's redesign was originally based on the same as that of PC World's site, which was redesigned in 2006, making it something of a "beta test" for the Macworld online team, Snell said. "PCW had some traffic, navigation and readability issues, and they learned huge amounts during their redesign and in the following months of tweaking and modifying it. It didn't make sense for us to repeat what had happened to them." When PC World Director of Web Development **Jason Brightman** came on board last year the original Macworld redesign was thrown out, and Brightman started from scratch on the new Macworld site.

Brightman said the denser PCW site has both more editors working on it and more tools for loading content. "The Macworld site has a cleaner, simpler way of organizing its architecture," he said, noting that the site is divided into three basic sections: products (i.e., iPods), topics (what you do with an iPod) and types (iPod news, reviews and how-to's).

"Because of Macworld's smaller staff it needed things to be more automatic," he continued. "The coding on the Macworld site is much lighter than PCW's, and everything happens a bit faster. The way all the pieces work together is very modular and gives the editors greater flexibility."

> *"Our community is very strong, and we want to maintain it and have users contribute in ways beyond forums."*
>
> *-- Mac Publishing VP and Editorial Director Jason Snell*

The way articles and images are tagged makes them appear in the right places on the site. Stories are weighted, or given a rating from 0 to 4, by the editors when they're put in the system. News stories with a 2 or above appear more prominently on the site and stay there longer. "An article may show up in dozens of locations on the site depending on how it's tagged," Brightman said. "This lets users find the content they're looking for in a number of ways and lets the editors spend their time creating content instead of managing it."

The site redesign took a few months from start to finish, according to Snell. The two publications not only share a technology system, they now share a set of Web developers who can create solutions that will work for both PC World and Macworld. The sites can also share tools. According to Snell, PC World recently launched a story-posting tool for IDG News Service stories that Macworld can also adopt for its site. "The core of this is sharing the back end," Snell said. "PC World and Macworld are feeding each other and applying what's been learned on one site to the other, instead of maintaining two systems."

Macworld beta-tested the new site design and architecture with its users before taking the site live. "Rather than just flip the switch and say, 'Surprise!' we had two weeks in beta where the new site was up and running off to the side of the old site," Snell said. Macworld visitors were invited to clink on a link to the beta site, explore it and respond in a feedback forum, which was closely monitored by the Macworld staff, especially Online Managing Editor **Curt Poff**. Thanks to user comments, several of the new site's design issues were tweaked, including some major improvements in placing headlines on the home page.

"It was a large, ongoing conversation for two weeks," Snell said. "Initially, they were freaked out, but asking for their input was valuable and showed them that we were listening to them and not just imposing a site on them that we thought was perfect and ready to go, which also helped keep the outcry down." He added that the site is still a work in progress, that Macworld continues to process user feedback and will ask users to keep posting their comments in the updated site's feedback forum.

Behind the scenes the site is more dynamic with a larger database. Snell said there is now more product and topic segmentation, and "the site is more robust in terms of automatically updating itself when new data is added."

Page views have remained "pretty solid" since last month's site relaunch, Snell said, although pages per visit are "down a bit until people are used to navigating the site." Community building may be a challenge for other sites, but Snell said it is not really an issue for Macworld. "Our community is very strong," he said, "and we want to maintain it and have users contribute in ways beyond forums." To that end, the site will be launching user reviews and tips features in the future.

Contact Jason Snell at jsnell@macworld.com or Jason Brightman at jason_brightman@pcworld.com.

Navigating for a new audience

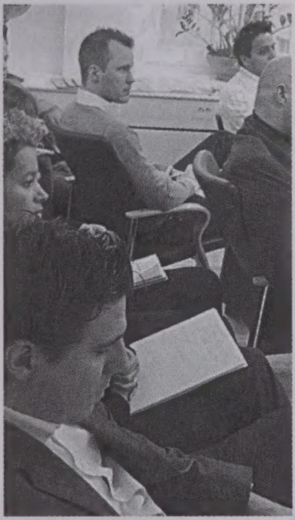
One of the redesign goals for Macworld.com was to make the site — which is now largely blue instead of red — more accessible to a broader audience. The chief purpose of the previous design was to serve a hard-news audience. "That's great and traffic-generating, but that's not the only audience," said PC World Director of Web Development **Jason Brightman,** who worked on the Macworld site. "As Apple's market share increases you get more grandmothers in Iowa who want information on iPods. We needed to evolve the site to meet the larger and different needs of a new audience."

To that end, Macworld.com now offers a series of subject tabs across the top, including Mac, iPod, iPhone, News, Help & Tips and others. The home page also has three industry news tabs — Top Stories, Top User Rated and All Stories — that can be set by site users. Top Stories, selected by Macworld editors, is the default view. The second category is based on site users' thumbs-up or -down ratings of stories, and the third is for hard news users.

At the bottom of an article are links to related content on the Macworld site and related content as rated by Macworld site users. "User feedback is used a lot more to organize content on the site," Brightman said. "Their interaction with the content determines what shows up where on the site, which is great for a site like Macworld that has such a strong community and a very vocal audience."

IDG Sweden fills slow New Year's week with training

IDG Campus offered employees 20 sessions taught by in-house, external experts



CHRIS LONEBERG

IDG Sweden employees take notes during one of the 20 different classes.

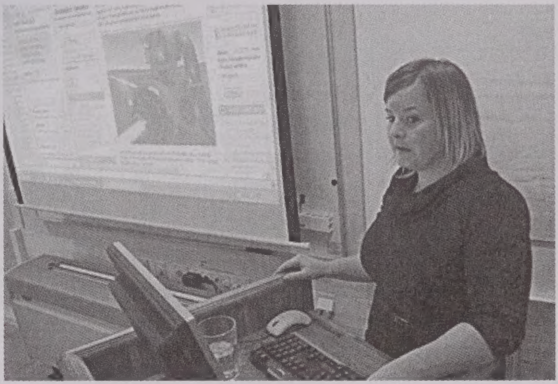
The first week of the New Year has traditionally been a slow period for IDG Sweden, with the IT community not quite ready to get back to reality after the holiday break. This year, the company enabled employees to make the most of some rare down time by offering an extensive internal training program during that period.

IDG Campus consisted of about 20 classes, each about 1.5 hours long, on various topics such as Web content management, direct marketing, Excel, advanced Adobe inDesign, writing optimal headlines and time management. IDG Sweden senior managers and specialists taught 85% of the classes, and external teachers were hired for the remainder. More than 165 of IDG Sweden's 220 employees attended at least one class during the three-day program.

"Our goal was to provide practical tips; information that employees could immediately use in their work," said **Jane Skullman**, business manager for CIO Sweden and CSO Sweden. She was pleased to keep the total cost for IDG Campus (food and outside instructors) to approximately 2,800 Euros ($4,138).

> *"Our goal was to provide practical tips; information that employees could immediately use in their work."*
>
> *—Jane Skullman*

Earlier last year, Skullman was part of an employee team that was asked to evaluate the prospects for an internal education program. When Skullman was later promoted to a seat on the IDG Sweden Executive Board, she was tapped to be the project manager for the fledgling program.



CHRIS LONEBERG

***Johanna Billenman**, who is responsible for IDG Sweden's Web content management tool Polopoly, taught beginner, intermediate and advanced courses on the software.*

Skullman had assistance from eight other IDG colleagues, including HR Manager **Maritha Norlin** and representatives from sales and editorial.

Employees responded to a survey indicating which topics they were interested in, and chief editors and sales managers refined the choices to those they though were most relevant.

Skullman's planning group is in the process of reviewing evaluations, but most likely the program will be repeated and refined next year. It's clear their colleagues were hungry for knowledge — and for the almost 100 kilos (220 lbs.) of fruit served during the program.

Write to jane.skullman@idg.se.

One on One

continued from page 3

area with lots of innovation taking place at the country and regional levels. IDC's Middle East CIO Summit takes place in March with 100 leading CIOs attending in Dubai from throughout the region and with revenues of well over $1 million. Custom events for clients are another focus area where we are seeing high client interest this year.

- Role-based research services are a hot trend in the research industry because research and peer networking based on job function are a great way to segment the client base. In 2003 IDC launched its CMO Advisory Service for the technology industry under Research Vice President **Rich Vancil**'s excellent leadership, and we now have the top CMOs in the industry as loyal subscribers to the service. We followed up with the launch in 2006 of the Sales Advisory Service, which also has done very well with the chief sales officers in technology companies. IDC just launched its new Market Intelligence Advisory Service, which will deepen our ties with IDC's best clients.

There are many other new product initiatives this year including expansion of our Consumer research with a major new global consumer survey, expanding our SMB (small and medium-size business) research with a new global product as well as new technology-specific SMB offerings, and expansion of IDC's Digital Marketplace (Web 2.0) research into the regions. I don't have space to elaborate further, but suffice it to say that IDC is innovating throughout the organization based on clients' needs.

Coming up

Premier 100
March 9-11
A Computerworld event
Rosen Shingle Creek Resort
Orlando, Fla.
http://www.computerworld.com

Industry Insights San Jose
March 10
An IDC event
San Jose Convention Center
San Jose, Calif.
http://www.idc.com

IDC Directions 2008
March 11
San Jose Convention Center
San Jose, Calif.
http://www.idc.com

CSO Perspectives Conference
March 16-18
A CXO Media event
Intercontinental Buckhead
Atlanta
http://www.cio.com

CIO Summit in the Middle East
March 16-17
Grand Hyatt
Dubai
http://www.idc-cema.com

IDC Directions 2008
March 19
Hynes Convention Center
Boston
http://www.idc.com

noteworthy people

Promotions

Wailgum

CXO Media Senior Writer **Tom Wailgum** has been promoted to senior editor. "Tom is a true CXO success story, always striving for that next level of excellence and accomplishment, open to new experiences and eager to learn," said CIO Editor-in-Chief **Abbie Lundberg**. "He started with the magazine as an editorial assistant in 1996. After learning all there was to know about fact checking, Tom moved on to copy editing, where his talent combined with an aptitude for management led to his next promotion as copy chief. Tom shifted into writing a few years ago, racking up some impressive cover stories, leading to a promotion to senior writer. His development as a writer this year has been impressive both in print and online, where he's now focusing most of his attention. He is also a former President's Award winner." *twailgum@cxo.com*

New employees

Tan Kit Hong is the new market analyst with the Services team at IDC Malaysia's Kuala Lumpur office. Prior to joining IDC, he was a product manager with Patimas Computers Berhad and has held positions from hardware specialist to pre-sales consultant in his career. He holds a degree in commerce, specializing in management and information systems from Curtin University of Technology in Perth, Australia, and enjoys reading business and self-improvement books. *khtan@idc.com*

IDC Asia Pacific in Kuala Lumpur, Malaysia, has hired **Rahulan Sivananthan** as regional account manager for Events and Conference Sales. He was most recently sales manager at Malaysia-based Kavaq Business Intelligence where he oversaw their Middle East events group. He holds a B.S. in commerce with a double major in marketing and management from Curtin University of Technology in Perth, Western Australia. In his free time he enjoys off-road driving and following the Manchester (U.K.) United football team. *rsivananthan@idc.com*

Previously an accounting and administration officer with FCS Interior Design Consultant Ltd., **Annie Lam** joins IDC Asia Pacific's Hong Kong office as a finance executive. She has a B.A. in art from the University of California. *alam@idc.com*

Stergiades

Elaina Stergiades is IDC Framingham's new senior analyst for software support services, coming from Catalyst Online where she was marketing project manager. She holds a B.S. in mechanical engineering from Cornell University in Ithaca, N.Y., and an M.B.A. from Babson College in Wellesley, Mass. In her spare time she enjoys cooking, skiing, mountain biking and politics. *estergiades@idc.com*

PETER SHORT

Berlinsky

IDC Framingham has hired **Irene Berlinsky** as a research analyst with the Multiplay Services group. She comes from the Equinox Group where she was a research associate and did market research and competitive analyses of the pharmaceutical industry. A graduate of Brandeis University in Waltham, Mass., she holds a B.A. in economics and psychology. In her free time she enjoys ballroom and Latin dance, reading and travel. *iberlinsky@idc.com*

Kaydrin Tan joins IDC Malaysia's Kuala Lumpur office as database programmer. He was previously with Microsoft Malaysia where he was responsible for the demo/proof of concept/presentation of Windows Vista and Microsoft Desktop Optimization Pack for Enterprise Customers. He spends his leisure time either at the gym, watching movies, or hanging out with his friends. *ktan@idc.com*

PETER SHORT

Hand

Leslie Hand is the new director, global research and development with IDG Framingham's Global Retail Insights group. She was previously director of Ahold's global RFID strategy and solution center and a speaker on retailers' perspectives on RFID at several industry conferences. She holds a B.A. in psychology from the University of Pennsylvania. In her free time she enjoys cycling and traveling. *lhand@idc.com*

PETER SHORT

Todd

Industry Insights Sales Director **Colleen Todd** comes to IDC Framingham from AMR Research where she was a senior account executive. She earned a B.S. in nutritional sciences from Rivier College in Nashua, N.H., and enjoys travel and winter and water sports. *ctodd@idc.com*

IDC Asia Pacific's Singapore office has hired **Isabelle Chan** as Go-to-Market Services regional manager. She has 13 years of journalism experience, most recently with C|NET Networks where she was a senior editor for ZDNet Asia. Prior to C|NET,she was with CMP as editor of Intelligent Enterprise Asia. A graduate of the Queensland University of Technology, she has a B.A. in journalism. Away from the office she can be found at the gym or at home trying to improve her Wii scores. *ichan@idc.com*

Returning employees

IDC Asia Pacific's Manila office has hired **Christelke Agapito** as publishing manager with its Publishing Services and Technologies group. She was most recently editorial, design and production chief with the educational book firm ABIVA Publishing House; she worked for IDC A/P Manila in 2004-5 as research editor. She holds a B.A. in mass communications from St. Scholastica's College in Manila and is currently studying English language teaching with a specialization in teaching English as a second language at Philippine Normal University. In her spare time, she enjoys sketching and spending time with her family and friends. *cagapito@idc.com*

IDG WORLD UPDATE

Moynihan

Tim Moynihan returns to IDG as senior editor with PC World. Before leaving to join C|NET as a features editor he was an online producer at InfoWorld. He studied magazine journalism at the University of Missouri/Columbia and enjoys "using the computer, sleeping, walking and sitting." *tim_moynihan@pcworld.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

27

Karen Weston *IDC*

20

Gregg Pinsky *Computerworld*
Laura Sears Brady *IDG*

16

Jacqueline DiBianca *Network World*

15

Colin Crawford *IDG Communications*

14

Joe Mola *Computerworld*
Maria Freiria *IDC Benelux*

13

Paul Krill *Computerworld*
Julie Lynch *Computerworld*
Julie Boudreau *IDG*
Barbara Simon *IDG Australia*
atalie Eisner *IDC*

12

Jozef Muszynski *IDG Poland*
Oscar Garcia *IDG Spain*
Christina Josefsson *IDG Sweden*
Claudia Cavalleri *Nuov@Periodici Italia*
Silvia Santi *Nuov@Periodici Italia*

11

Elliott Kirschling *PC World*
Sharon Machlis *Computerworld*
Patricia Josefek *Network World*
Nard Schreurs *IDG Norway*
Rafal Dudkin *IDG Germany*
Sandra Rogers *IDC*

10

Matt Duffy *Computerworld*
Kate Zinn *IDG Corporate Sales*
Thomas Pedersen *IDG Denmark*
Christian Moeller *IDG Germany*
Jeff Coles *IT World Canada*
Arnold Diepenheim *IDG Netherlands*
ohan Moberg *IDG Sweden*

9

Steffen Berchtold *IDG Germany*

8

Hannah Richardson *IDG Australia*
Bud McLeod *PC World*
Michael Meleedy *Computerworld*
Deborah Harkins *IDG World Expo*
Brad Nickerson *IDG*
Mickael Carlson *IDG Norway*
Evelien Wiggers *IDC Benelux*
Arthur Payne *IDG Sweden*

7

Howard Dahdah *IDG Australia*
Hana Kucerova *IDG Czech*
Henriette von Wangenheim *IDG Germany*
Makie Okashiro *IDG Japan*
Javier Presa *IDG Spain*
Alejandra van de Roer *IDC Benelux*
Ann Marie Demers *IDC*

6

Neal Silverman *Network World*
Richard Chen *IDG China*
David Zavadil *IDG Czech*
Sigrun Rueb *IDG Germany*

5

Brian Corrigan *IDG Australia*
Mike Gee *IDG Australia*
Chris Leger *Computerworld*
Lisa Schmeiser *Computerworld*
Max Cooter *Techworld U.K.*
Yong Lee *IDC Korea*
Trinh Ma *IDC Vietnam*
Melinda-Carol Ballou *IDC*

4

Billie Sutherland *PC World*
John Vulopas *Computerworld*
Sharon Tan *IDC Malaysia*
Kathleen McNamara *IDG Australia*
Denis de Freitas *IDG Brazil*
Mimei Ito *IDC Japan*
Sverker Brundin *IDG Sweden*
Francesca Papapietro *Nuov@Periodici Italia*
Jason Cunliffe *IDC*
Todd White *IDC*
Efrain Lopez *IDC*

3

Samantha Saunders *IDG Australia*
Cheng Bo *IDG China*
Katinka Woodhouse *IDC Australia*
Bernadette Jochum *IDG Germany*
Lidia Cendros *IDG Spain*
Jacquie Hendriks *IDC U.K.*
Torgny Södrin *IDG Sweden*
Joseph Barkai *IDC*
Michael Witty *IDC*
Robert Welch *IDC*

2

Daniel Biro *IDG Australia*
Nicola Halpin *IDG Australia*
Keri Campbell *PC World*
April Hughes *Computerworld*
Donna Sussman *Computerworld*
Cecilia Liu *IDG China*
Shalini Verma *IDC Malaysia*
Celestine Tan *IDC Singapore*
Kaja Langeland *IDG Norway*
Patrik Khudhur *IDG Czech*
Helena Hajsterova *IDG Czech*
Henrique Hermont *IDC Brazil*
Jessica Larenas *IDC Mexico*
Lars Jacobsen *IDG Denmark*
Anders Rostgaard *IDG Denmark*
Rune Pedersen *IDG Denmark*
Yukiharu Yorifuji *IDC Japan*
Natalie Ferreira Nunes *IDG Germany*
William McKnight *IT World Canada*
Gazmend Kllokoqi *IDC U.K.*
Martin Ödman *IDG Sweden*

1

Shari Acharya *Computerworld*
Dan Doherty *Computerworld*
Jenna McGuirk *Computerworld*
Ken Gagne *Computerworld*
Maria Marfori *Network World*
Ben Hakki *Digit U.K.*
Liawana Liswojo *IDC Australia*
Dave Wang *IDC China*
Solange Puharré *IDC Brazil*
André Lauridsen *IDG Denmark*
Cristiane Rutchii *IDG Brazil*
Veronica Gorini *IDG Brazil*
Hiroyuki Tsuzuki *IDC Japan*
Junnell Reyes *IT World Canada*
Anou Beegoo *IDC Benelux*
Mikael Salo *IDG Sweden*
Anna Lagercrantz *IDG Sweden*
Emelie Sandelius *IDG Sweden*

In Memoriam

Uli Diehlmann, PC World Test Center director since 2000 and a PC World staffer since the lab's founding in 1992, died January 17 after a long battle with cancer. She was 46.

Uli Diehlmann had been with PC World for 15 years.

"Uli was a key force in building the Test Center, where we evaluate PCs, digital cameras, monitors, printers, HDTVs and other products in an objective and consistent fashion," wrote **Harry McCracken**, PC World VP/editor-in-chief in a PCWorld.com tribute.

"We'll remember her for her huge contributions to PCW, but even more as a friend who was kind, funny, and passionate about making our content as good as it could possibly be. Which means that if you've ever used a PC World review, she was your friend, too, whether you ever knew her name."

For more details about Diehlmann's life and work, memories of some of the many people who worked with her, as well as a slideshow of images of her from over the years visit http://www.pcworld.com.

off line *for fun*

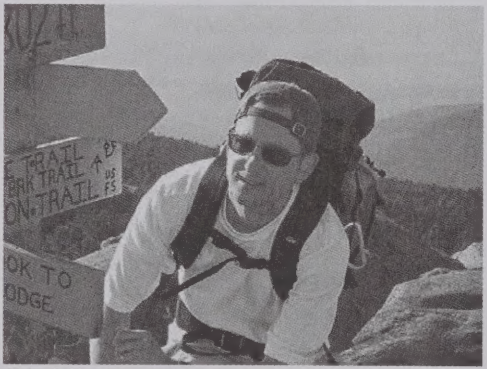
It's that time again! Create a brief caption for the cartoon at right and send it to *IDG World Update* by Feb. 20.

The IDG employee with the most humorous submission will have a choice of receiving either an official "Off Line" t-shirt imprinted with an original Rich Tennant cartoon or a copy of Rich Tennant's book of cartoons, *Downloaded*. The honorable mention winners will receive *IDG World Update* sport safes.

Send your creations to world_update@idg.com or fax them to 617-423-0712.

New on IDG Central

Meet Your Colleague: CXO Media's Tom Wailgum



Living in New Hampshire's Lakes Region near the White Moutntains, affords ***Tom Wailgum*** *and his family plenty of opportunities to induldge their love of outdoor activities.*

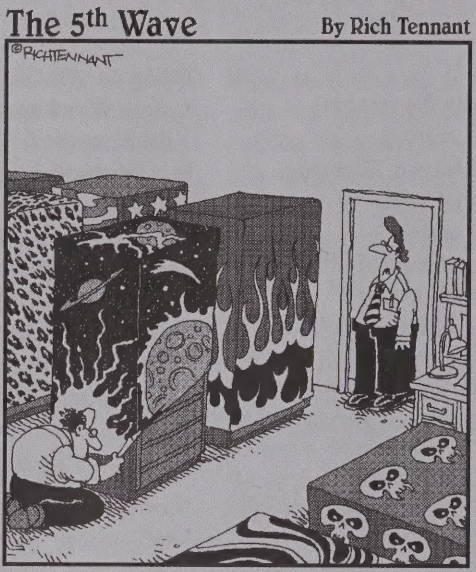
Having risen through the CXO Media ranks from editorial assistant to senior writer in 11 years, Tom Wailgum is "a true CXO success story, always striving for that next level of excellence and accomplishment, open to new experiences and eager to learn," said **Abbie Lundberg**, CIO editor-in-chief.

Wailgum would say – and only a little facetiously — that free food and fear of being out of work have kept him at CXO for so many years. It was his first "real job" out of college. "What I find interesting is that my three brothers and I are all still with the same companies that were our first real jobs out of college," he said. "You don't see that kind of staying power and loyalty these days. Of course, we're all deathly afraid of change – and unemployment."

For more, see this feature on http://www.idgcentral.com.

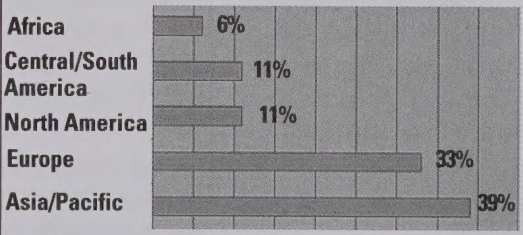
Also on IDG Central

Online IDG Directory, presentations from IDG global meetings, Training to Go!, classified ads, Writing Workshop, IDG profit margin chart, daily news briefs and more.



Question of the Week for Jan. 21

Where would you go on your 20th IDG anniversary trip?



Log on to http;//www.idgcentral.com to vote on this week's question: **How likely are you to become the owner of a MacBook Air?**

Receive your copy of IDG World Update via full-color PDF

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and *finally.*

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 Web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG also publishes more than 300 magazines and newspapers in 85 countries. IDG's media brands include CIO, CSO, Computerworld, GamePro, InfoWorld, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, Entertainment for All Expo (E for All), Storage Networking World and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events. More details at http://www.idg.com.

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WWW.IDGCENTRAL.COM

DEMO 08 streams live product demonstrations on its site

Extends DEMO stage to thousands unable to attend invitation-only event

BRIAN SOLIS

DEMO 08 Executive Producer Chris Shipley winnowed the field of presenters to 77 from a crowd of 300. DEMO 08 coincided with the launch of a new DEMO.com Web site, featuring a video library, current news [illegible] commentary on emerging technologies [illegible]d a number of community-driven features designed to keep the DEMO conversation going throughout the year.

Now in its eighteenth year, Network World's DEMO conference continues to define the latest technologies and technology trends of the future. The most recent event, held Jan. 28-30 in Palm Desert, Calif., also featured streaming video of new product introductions, the debut of a relaunched DEMO.com Web site and an exclusive partnership with The Wall Street Journal.

From a pool of 300 companies on five continents DEMO 08 Executive Producer Chris Shipley chose 77 firms to demonstrate their products to the 700 invitation-only venture capitalists, tech development executives and journalists in attendance. Previous DEMOs served as the launching pads for products such as TiVo, the Palm Pilot and the Java programming language. (For a complete list of firms presenting products at DEMO 08, videos of their presentations and a list of those chosen by Shipley as DEMOgods for best presentations go to http://www.demo.com.)

"There are a growing number of conferences that appeal to the same base of potential attendees and sponsors — tech industry insiders and early adopters," said **Neal Silverman**, executive vice president of Network World Events. "With an ever-increasing amount of competition knocking on our door, DEMO has taken steps both at the show and throughout the year to always stay a step ahead."

In a first this year, DEMO organizers partnered with demonstrator BitGravity, Inc., to provide an HD-quality video stream for all 77 product demonstrations live on the DEMO Web site. "DEMO always likes to support new technologies," said **Mike Garity**, vice president of Marketing and Business Development for Network World Events. "It was a

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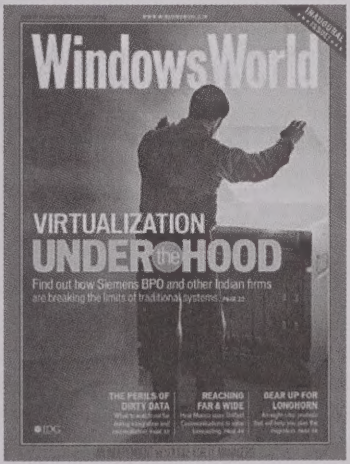
IDG India launches independent Windows World title

Microsoft pledges one year of ad support but has no influence over content

IDG India last month launched a publication for IT managers that, thanks to an agreement with Microsoft, will differentiate itself from competitors by appealing directly to Windows users while treading lightly on the company's bottom line. Windows World, which will be published bimonthly, caters to the 90% of IT managers in India's enterprise organizations that use the Microsoft platform but who are currently without an independent, dedicated information resource. Microsoft, which has no review or approval authority over the content of Windows World, will nevertheless underwrite the bulk of the production and distribution costs for the publication's first year.

Acknowledging that Windows World will style itself closely after the Computerworld brand, IDG India CEO **Louis D'Mello** noted that the sharp focus on the Windows platform gives the publication "a unique value proposition in the market, which already has other more broadly focused publications for IT managers such as CMP's Network Computing." In addition, Microsoft's advertising support for the first year, "makes it far easier to launch than a Computerworld title, where the entire financial burden would fall squarely on us," D'Mello said.



Windows World will appear six times a year.

"Windows World is an independent IDG publication," D'Mello stressed. "While we do have a legal agreement with Microsoft, the agreement pertains to the use of their Windows trademark. Microsoft has no say whatsoever on the editorial content and does not get to even see the table of contents for an issue in advance let alone the actual articles," he noted.

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Inside this issue

IDG Chairman Pat McGovern receives award from China *page 2*

One on one: IDG Communications Management Associate Olga Rybak discusses widgets *page 3*

PC World launches Dream PC contest *page 4*

[illegible]aiku contest: Create a verse to immortalize your tech-related frustrations *page 8*

in brief newsworthy

McGovern wins China's International Investment Achievement Award

IDG Chairman **Pat McGovern** became the first foreigner to win the International Investment Achievement Award at the CCTV 2007 China Economic Leadership Award ceremony held Jan. 30 in Beijing. Honored for his contributions to China's information technology and venture capital industries, McGovern accepted the award during his 102nd visit to China at a ceremony that was broadcast live nationwide on China Central Television (CCTV).

"I am so honored to win this award," McGovern told the crowd. "IDG invests in over 40 countries, but our results in China are the highest because the Chinese people are intelligent, honest, hardworking, and very enterprising. The government policies support rapid economic growth, and the market environment enables companies that bring better products into the market to grow very rapidly," he said.

In 1980, IDG became the first U.S. company to establish a joint venture in China, which McGovern established to launch Computerworld China. Today, IDG publishes more than 30 magazines and newspapers in the fields of computer technologies, electronics and telecommunications via joint ventures.

In 1993, McGovern established IDG Venture Investment Fund (IDGVC) in China, the first venture capital company in China, with investment management companies in Beijing, Shanghai, Guangdong, Tianjin and Shenzhen, which manage a US$1.6 billion fund. To date, IDGVC has made investments in more than 220 companies such as Sohu, Tencent, Baidu, Kingdee, Ctrip and Chatea.

CCTV established the Economic Leadership Award eight years ago. WU

*IDG Chairman **Pat McGovern** made his 102nd trip to China to accept CCTV's International Investment Achievement Award.*

Briefly noted

Five IDG media brands have garnered a total of 15 finalist selections in the 54th Annual Jesse H. Neal National Business Journalism Awards, the industry's most prestigious and sought-after editorial awards. Computerworld, CIO, CSO and PC World are finalists in at least two categories and Network World is a finalist in one. Award recipients will be honored March 14 during the Neal Awards luncheon at the Waldorf-Astoria Hotel in New York.

IDC last week released its annual study, Ten Emerging Mobile Players To Watch in 2008. Each year, IDC highlights 10 small mobile companies that it considers to have the potential for a market impact disproportionate to their current size. The companies IDC singled out this year are: Aegis Mobile, Enterprise Mobile, Gearworks, Hook Mobile, INSIDE Contactless, Medio, mFoundry, Mobile Posse, Mobilians and vlingo.

Windows World

continued from page 1

Windows World will have a qualified, controlled circulation of 20,000 IT managers. And while Microsoft is guaranteeing a minimum ad spend in each issue, the company was far from the sole advertiser in the inaugural issue, which featured ads from a dozen other big name vendors including AMD, Hewlett-Packard and EMC.

Windows World is using the same layout as its U.S. Computerworld cousin as well as many of the same editorial features and departments. "Borrowing the Computerworld grid was ideal to get our publication off the ground with very little investment and guaranteed the look of a world-class publication," D'Mello said. He noted that including Computerworld features such as Shark Tank and The Grill will not only appeal to Windows World readers, "but helps the sales team to show advertisers that the magazine is indeed very close to Computerworld and its target audience. It helps reinforce the image that Windows World is an independent IDG brand and not a Microsoft-sponsored product," D'Mello said.

D'Mello said he hopes the Windows World editorial team will create content they can share with other IDG publications via the IDG News Service (IDGNS). "Across products, our editors are encouraged to draw on the global resource of IDG and IDGNS, in particular. With Windows World, we also hope to have deeper inroads into Microsoft, and hopefully we will then be able to contribute back to the network." As an example, he cited an interview appearing in the first issue with Bill Hilf, Microsoft general manager of platform strategy, who talked about the upcoming Server 2008 and Microsoft's cross-platform strategies. "Such interviews and articles may be interesting to other IDG publications, too," he noted.

A Web site, http://www.windowsworld.in, will be live by the end of February. IDG India also publishes ChannelWorld, CIO and PC World.

For more information, contact Louis D'Mello at louis_dmello@idgindia.com or Siddharth Singh at siddharth_singh@idgindia.com. WU

one on one the interview

Olga Rybak
IDG Communications' management associate is this week's columnist. Working with Executive Vice President Colin Crawford, Rybak has been researching online media industry trends, facilitating strategic partnerships and business development opportunities. Reach her at olga_rybak@idg.com.

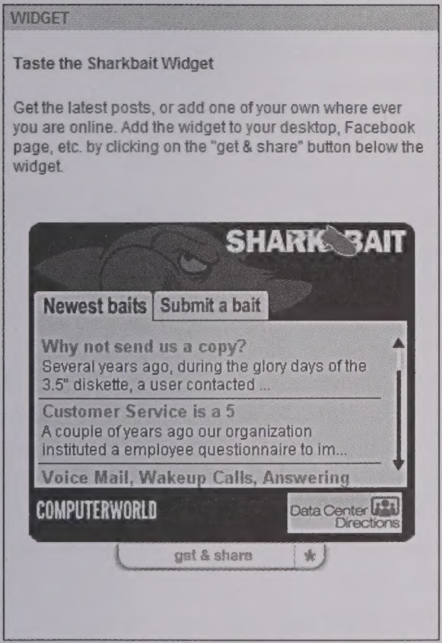
Q What are widgets?

A Widgets (also called gadgets) are applications or plug-ins that can be embedded onto a Web page to stream relevant and contextual content or commerce. These are the modules of software (usually Flash- or Java-based) that people embed onto the personal page of their social network (Facebook, hi5, etc.) or a blog, place on their desktop or iGoogle home page or e-mail to friends. Embedding is done either automatically by signing into a selected network within the widget share menu or by manually copying the link provided with the widget.

Visually, they look like little windows or boxes, packing a bit of the functionality that you would get with a stand-alone Web site or software package. Another way to think about widgets is to think of them as benign viruses: they carry your content and/or ad to anyone's Web page or profile. Those who like them can share them with thousands of people, and as they multiply they alter the very geography of the Web.

Q How are widgets useful for publishers and technologists?

A Widgets, which are basically digital transferable billboards to which customized ads can be affixed, serve as pull-marketing tools for the brands. These mini-sites can be considered prime Web real estate since they allow publishers to find their readers outside of their own Web sites. Since distribution of the widget is dependent on people's interest and eagerness to share a widget with their friends, they should also be looked at as powerful user-engagement tools. From a publishing business perspective, widgets are the means of acquiring new readers/customers at a minimal cost, leveraging existing content and reducing dependence on search engine optimization. They are a source of organic, one-way, inbound links and a source of additional ad revenue.



WIDGET

Taste the Sharkbait Widget

Get the latest posts, or add one of your own where ever you are online. Add the widget to your desktop, Facebook page, etc. by clicking on the "get & share" button below the widget.

Why not send us a copy?
Several years ago, during the glory days of the 3.5" diskette, a user contacted ...

Customer Service is a 5
A couple of years ago our organization instituted a employee questionnaire to im...

Voice Mail, Wakeup Calls, Answering

This widget teases several recent entries on Computerworld.com's Shark Bait, an online community where visitors can post items and stories about their IT trials and tribulations (http://sharkbait.computerworld.com/). A click on the "get and share" tab gives users a choice of e-mailing the widget to friends or embedding the code onto another site. Clicking on the Data Center Directions logo on the bottom right reveals a pop-up box that promotes the company's upcoming online conference with a link to register.

Q How would consumers use widgets?

A Widgets can be storefront windows for buying products or services or convenient ways to consume selected content. Psychologically, widgets can become a source of power for users to be distributors, publishers and arbiters of content. Widgets can be a form of communication with peers, a form of self-expression and a useful desktop or Web tool all at the same time.

Q What are some examples of how IDG business units are using them?

A All U.S. units of IDG have started developing widgets; some of them have already gone live. A few examples: CIO now has a job-search widget called 'CIO Wanted'; InfoWorld has a podcasts widget; CW introduced the SharkBait widget featuring stories from their SharkBait section; PC World is about to release a widget that will combine text, audio and video content.

Q How are widgets able to bring a site new visitors or customers at minimal cost?

A The beauty of the widget is in the fact that it often re-purposes already existing content and essentially travels on its own to wherever its users take it, while also possibly carrying the ads with it. Smart placement and content of the widget allows it to be viewed, grabbed and used by users who never or rarely visit your primary site otherwise. Links inside of the widget that lead to your Web site content generate additional traffic.

Q Is there a way to avoid the down side of widgets, which is that they can be invisible to search engines since they use Javascript or Flash?

A True, search engines are not very friendly to interactive elements of Web 2.0 technologies, including widgets. The solution: Augment them with meta data (i.e. data about data, in this case, tags with the title and a description of the widget that can be picked up by search engines) and, most importantly, with creative content.

Q How can widgets be monetized?

A The most straightforward way to monetize widgets is through a sponsorship. Design a widget and sell some vendor the right to place its ad or simply a "Brought to you by … [Intel]' logo on it. Offer a widget to your usual advertisers as an add-on to a standard ad campaign for an extra fee. And don't forget: Any widget on which you put links to your content will drive traffic back to your main site, thus increasing your overall traffic numbers and its monetization.

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"Dream PC" contest serves as lead-generation vehicle

PC World designs top-of-the-line machine with parts donated by sponsor

PC World readers longing for a superfast PC with all the latest bells, whistles and peripherals need dream no more. The Dream PC is nearly here.

Taking a page out of Germany's PC-Welt's successful Höllenmaschine contest (see IDG World Update, April 9, 2007) in which more than 50,000 readers entered to win a super-PC with components supplied by industry manufacturers, PC World is offering its readers a chance to win a similar desktop system, designed by PC World editors and custom-built from scratch. A lead-generation mechanism for PC World, contest entrants must register at PC World's site.

IDG WORLD UPDATE

*PCW/MW Online Community Manager **Kellie Parker** thought at first the contest would be easy to organize, but restrictive and varied state laws regarding contests made it a challenge.*

"Our audience appreciates something custom-done and top-of-the-line," said **Kellie Parker**, online community manager for PC World and Macworld. "This is something we wanted our readers to think they could put together themselves if they had the money to buy the parts." Parker estimated the final value of the Dream PC will be approximately US$31,000 (on which the winner will have to pay taxes).

Included with the custom-painted case are an Intel dual-CPU motherboard, two Intel Core 2 Extreme processors, four Cheetah 300-GB hard drives, two LG Super Multi HD DVD readers, Microsoft Office Ultimate 2007, Adobe Master Collection CS3, three NEC 24.1-in. LCD monitors, among many other components, including a printer, games and headphones.

"Our motto when selecting components was, 'When in doubt, sort by price and pick the most expensive,'" Parker said. All parts will be supplied free by Florida-based computer retailer Tiger Direct in exchange for credit in articles about the PC. (For a complete Dream PC parts list go to http://www.pcworld.com/article/id,141628/article.html.)

"Working with Tiger Direct gave us one point of contact and saves us from any potential editorial-vendor conflicts going forward," Parker said. PC World Contributing Editor and freelancer Jon Jacobi will build the PC and is currently securing parts for it. "Ideally, it will be built and troubleshot in two weeks," Parker said, "and we'll test it in our Test Center so we can promote it as the fastest desktop ever."

The contest was announced on Jan. 22 and will close on March 31. The randomly chosen winner will be announced April 2. The San Francisco-based monthly is marketing the contest through ads in its February, March and April issues and has launched a Dream PC e-newsletter to keep readers updated on the progress of the system. (To sign up for the Dream PC newsletter go to http://www.pcworld.com/newsletters/index.html; Dream PC is the first listing under Occasional on the right side.)

PC World will also promote the contest via blogs in the site's Today At PC World area, videos and e-mail blasts. "We're trying to use every method we can to reach people," Parker said. To date PC World has received 3,800 registered entrants, both new site members and old. (Those previously registered on the site can click My Account/Member Benefits to enter the drawing.)

Parker has been working on the Dream PC project since November and said the contest sounded easy on paper. "Contest rules had to be written very specifically, despite the nebulous quality of the final product," Parker said. There were legal hoops to jump through in registering the contest with state governments that have strict contest laws. There were also a number of logistical problems. "You can't build a computer without a case," Parker said. "You have to pick the case early so it can be painted before you can build the PC. But the case you select determines the parts that can go inside. There were also issues with securing parts that haven't been released yet and are still under nondisclosure agreements."

Parker said PC World staff members are learning what they can do better for the next Dream PC contest. One decision they've already made: "Instead of positioning the prize as a PC that's already built, we'll let the winner choose what they want on the system with the help of our editors," she said.

For more information contact kellie_parker@pcworld.com.

DEMO highlights

1995 – Sun Microsystems introduces Java 1.0.

1996 – Palm Computing founder Jeff Hawkins introduces the Palm Pilot, ushering in the PDA era and convincing the early adopters in the audience to use the personal organizer. Four hundred and fifty units were presold at the conference.

1999 – TiVo launches recordable, fast-forwardable television.

2000 – Online marketer Half.com debuts at DEMO in February; it is acquired by eBay in June.

2000 – Kerbango Internet radio launches, as does online advisor Keen.com and Marc Andreesson's LoudCloud, a Web infrastructure firm (now Opsware).

2000 – Google co-founder Sergey Brin introduces Google Number Search for Web phones at DEMOmobile.

2000 – Salesforce.com debuts its online customer relationship management product.

2002 – Boingo Wireless Internet Service, the Microsoft Tablet PC and the Palm i705 launch.

2003 – Oddpost launches its online e-mail and news services program at DEMO 2003, appears at DEMO 2004 to launch enhancements to the program and is acquired by Yahoo! in July 2004.

2004 – Skype launches SkypeOut at DEMOmobile.

2007 – IronPort Systems, which launched its flagship enterprise spam and spyware protection appliances at DEMO 2003, is acquired by Cisco Systems.

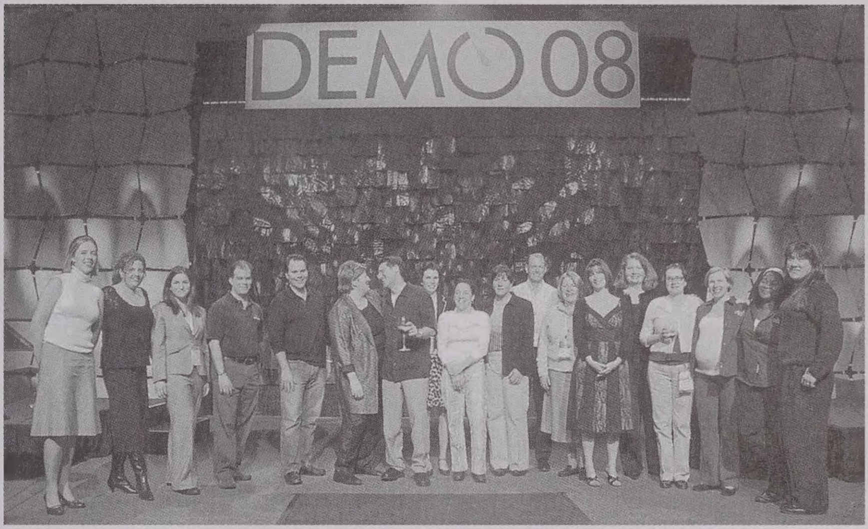
2007 – Enterprise content management vendor Koral, a DEMOfall 06 demonstrator, is acquired by Salesforce.com.

2007 – Nexo Systems launches custom Web sites for groups at DEMO; acquired by Shutterfly in January 2008.

DEMO 08

continued from page 1

fantastic service, bringing the DEMO stage demonstrations to thousands of people who could not attend in person." Garity said he did not see this as possibly reducing the number of DEMO's on-site attendees. "The real value of DEMO is the networking and the one-on-one interactions in the Demonstrator Pavilion. In the pavilion, deals are cut, partnerships are formed, and investors interact directly with entrepreneurs."



ROB LEE

L-R): Event Planner **Caroline Keough**; Account Executive **Karen Bornstein**; Event Operations Coordinator **Christina Spano**; Network World Web Site Developer **Iain MacNeill**; Vice President of Marketing and Business Development **Mike Garity**; DEMO Executive Producer Chris Shipley; Executive Vice President **Neal Silverman**; Event Marketing Specialist **Christina Butkiewicus**; Senior Audience Development Manager **Sara Nieburg**; Director of Event Operations **Dale Fisher**; Senior Director Global Sales **Kevin Hause**; Editor-in-chief, DEMO.com, **Mary Fallon**; Demonstrator and Pavilion Manager **Jackie DiPerna**; Senior Managing Director, Conference Programs, **Karyn Williams**; Senior Analyst, Guidewire Group, Carla Thompson; DEMO Public Relations Contractor Becky Sniffen; DEMO PR Contractor Erica Lee; and DEMO PR Contractor Joanne Kisling.

Additionally, the DEMO 08 conference coincided with the relaunch of an entirely new DEMO.com Web site — featuring a robust video library, current news and commentary on emerging technologies and a number of community-driven features designed to keep the DEMO conversation going throughout the year. "The new DEMO Web site will keep the high energy and cutting-edge feel of DEMO conferences continuing all year. It is a community portal where DEMO alumni, as well as everyone interested in staying ahead of the technology curve, will go in order to become informed and connected," said **Mary Fallon**, the site's new editor-in-chief and producer.

DEMO videos available to all IDG business units around the world

DEMO captures on video the six-minute product demonstrations of all 70-plus companies participating in each DEMO event. This video content has proven to be a great traffic driver on the DEMO Web site as well as through partnerships with Network World, InfoWorld and, most recently PC World. Now DEMO is offering access to these video files to all IDG business units throughout the world. If you are looking for new ways to generate traffic, increase time on site and/or expand your video library, please contact **Mike Garity** at mgarity@nww.com for more information.

DEMO's marketing plan includes a number of partnerships with leading associations and publications that appeal to the DEMO audience. All partners work with the DEMO team to promote the event to their members. New this year was an exclusive media sponsorship with The Wall Street Journal allowing DEMO to leverage the advertising strength of the Journal in return for a wealth of exposure at the event. Additional partners included the National Venture Capital Association, American Venture Magazine, The Deal/Tech Confidential, Venture Capital Journal, Keiretsu Forum, VentureBeat, Funding Universe, Tech Coast Angels and several others.

The overall theme of this year's DEMO, as evidenced by the online collaboration, video production and distribution, communications technologies, and support services and products at the show, was the influence of individuals on product concepts, development, and design. Shipley called it the "consumerization" of business applications people use at work. "In the end," she said, "we wanted to present only the very best products and to represent a wide range of markets and ideas. If DEMO is a reflection of the entire technology industry, then it's not enough to show just Web 2.0 products or just business software or just search algorithms or just consumer gadgets. We have to represent the entire industry."

DEMO 08 was not just product debuts, however. A Tuesday afternoon panel, moderated by Shipley, looked at innovations coming from leading university research centers. The next day, DEMO convened a panel on Africa to explore innovation and opportunity in one of the world's most populous and undervalued markets.

The next DEMO will be held Sept. 7-9 in San Diego. For details go to http://www.demo.com. WU

noteworthy people

Promotions

IDC San Mateo Global Accounts Associate Vice President **Denise Haines** has been promoted to group vice president, Enterprise Major Accounts Sales. "Denise is recognized as a leader in best practices in global account management and collaboration by IDC management and sales teams, working with regional account managers and their multiple local clients in EMEA, Asia Pacific, Japan, Latin America and Canada," said **Brad Thorpe**, group VP/GM, Enterprise Sales. "Denise has shown an excellent mastery of Hewlett-Packard customer and product knowledge and HP need and the ability to map and demonstrate IDC's products and solutions to those customer needs." *dhaines@idc.com*

Pastore

CIO Executive Council Managing Director **Rick Pastore** has been promoted to managing director of content and events. "Rick's impact upon the Council has been profound from the beginning," said CIO Executive Council Founding General Manager **Mark Hall**. "His contributions to the business extend back to the earliest days when we were not yet sure what we wanted to be when we grew up, let alone what we were going to call ourselves. What impresses me the most about Rick is his tireless efforts to build ever tighter bonds between all of the various moving parts of CXO Media. He has been on a crusade to make sure that excellence and thought leadership remain in the public domain, to be leveraged by everyone and anyone in the company." *rpastore@cio.com*

LYNN HOLMLUND

Coffin

CXO Executive Council Senior Architect **Lawrence Coffin** is now principal architect with the group. "Lawrence joined CXO two years ago, and he was given the rather daunting task of building the Council 2.0 Web platform single-handily and from scratch," said CIO Executive Council Founding General Manager Mark Hall. "Nine months later he delivered a platform that surpassed all of our expectations. I recently asked him to take the lead in the use of Web 2.0 technologies for the Council site, e.g. push social-networking beyond the Council boundaries. He has embraced the challenge full-force and is bringing in ideas that more closely resemble Google, eBay and Facebook than a conservative, buttoned-up executive community site." *lcoffin@cio.com*

CSO Associate Staff Writer **Kate Walsh** has been promoted to staff writer. "Kate joined the company as an editorial assistant two years back and has taken on a succession of new duties ever since," said CSO Editor-in-chief **Derek Slater**. "She moved over from CIO to CSO in the middle of this year as a full-time writer and, having quickly ramped up on technical security topics in particular, she now produces a steady stream of quality Q&As, news items and analysis, and short multisource articles, plus a boatload of e-newsletters." *kwalsh@cxo.com*

LYNN HOLMLUND

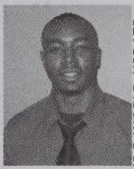
Boyle

CXO Media Human Resources Representative **Pauline Boyle** has been promoted to senior human resources representative. "Pauline has contributed tremendously to CXO's human resources efforts," said **Patricia Chisholm**, HR VP. "Most notably, she spearheaded CXO's considerable recruiting effort last year and has been responsible for hiring the vast majority of CXO's new employees. Pauline's enthusiasm and smart and thoughtful insights have been an incredible asset to CXO." *pboyle@cxo.com*

New employees

Chillingworth

IDG U.K. has signed on **Mark Chillingworth** as CIO online editor. He was previously editor of Information World Review at VNU/Incisive Media and was a producer for Sky TV. He holds an honors B.A. in journalism from the University of Surrey. A recent father, he is also a "very keen" mountain biker, riding in races in endurance events and running a local cycling club that builds sustainable mountain biking trails. *mark_chillingworth@idg.co.uk*


IDG WORLD UPDATE

Jules

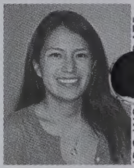
Jeremy Jules is the new office services coordinator for IDG Central Services in San Francisco. He most recently worked in the mailroom at IST Management supporting more than 400 people on 12 floors. Currently finishing his degree at the San Francisco Culinary Academy, he also finds time to work with a youth basketball organization, draw, dirt bike, snowboard and spend time with his twins. *jeremy_jules@pcworld.com*

Previously a market research trainee at Frost and Sullivan and product marketing trainee at Novartis Pharma, **Felipe Rego** joins IDC Australia as an associate analyst with the PC Hardware research team. He holds a B.A. in marketing and advertising from Mackenzie University in Sao Paulo, Brazil. *frego@idc.com*

IDG WORLD UPDATE

Ward

Caroline Ward is the new executive assistant at PC World/Mac Publishing. She also owns and operates The Linen Line, an online wholesaler of vintage linens (http://www.thelinenline.com). She holds a B.A. in English literature from San Francisco State University and enjoys travel, cinema and reading. *caroline_ward@pcworld.com*


IDG WO

Guerrero

PC World has hired **Rocio Guerrero** as a sales associate; she was previously a marketing coordinator with Ingenio, Inc. She holds a B.S. in marketing from California State University/Long Beach and enjoys travel, movies, kickboxing and roller skating. *rocio_guerrero@pcworld.com*

PETER SHORT

Mahabir

IDC Framingham's new associate research analyst with the Pricing Services Group is **Teodora Mahabir**. A recent graduate of Boston's Northeastern University, she holds a B.S. in economics with a minor in business. She enjoys travel, especially to foreign countries. *tmahabir@idc.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

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Conrad Chang *IDC Australia*
Christina Yuen *IDC Hong Kong*
Joanne Koh *IDC Singapore*
Mujin Kang *IDC Singapore*
Cristina Pradas *IDC Brazil*
Vincent Delfau *IT News Info*
Holly Brown *IDC*
John Kinsey *IDC*
Richard Murphy *IDC*
Amy Catalogna *IDC*

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Mo Barrett
IDG Corporate Sales
Prianka Srinivasan *IDC India*
Carolina Carvalho *IDG Brazil*
Guilherme Felitti *IDG Brazil*
Koji Saito *IDG Japan*
Mercedes Resino *IDG Spain*
Eva Johansson *IDG Sweden*
Fredrik Bojá *IDG Sweden*
Michael Margossian *IDC*
Sean O'Dowd *IDC*
Sean Ryan *IDC*

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Shari Acharya *InfoWorld*
Brett Moorgas *IDC Australia*
Debashis Tarafdar
IDC Singapore
Worajate Charoennish
IDC Thailand
Mauro Lacerda Ferreira
IDC Brazil
Mauricio Melendez
IDC Brazil
Luciana Rubinato *IDG Brazil*
Sandra de Sousa *IDG Brazil*
Bruno Teyton *IDC France*
Jane Brown
IDG Global Solutions U.K.
Pradeep Nair *IDC U.K.*
David Ritchie *IDC U.K.*
Gils van Irene *IDG Netherlands*
Inger Holmström *IDG Sweden*
Gard Little *IDC*
Julio Gomez *IDC*

One on one

continued from page 3

I won't say it's very easy to sell your client on a widget. It's still looked at as new technology with unclear results, yet the tools we are using through our partnership with Clearspring allow for extensive tracking and analysis of the widgets' traffic and audience and should satisfy many clients' requirements for campaign quantification.

Q **What is the nature of IDG's contract with Clearspring?**

A We signed an agreement with Clearspring, a leading widget platform provider, whose widgets penetrated 21% of the total U.S. Internet audience in November 2007, according to comScore. Under this agreement, all U.S. units can develop widgets either in-house using Clearspring's platform or outsource the development to Clearspring and its partners. IDG pays a distribution service fee based on the views volume. All revenue from ads sold by IDG is retained by IDG, and revenue from remnant ad inventory sold by Clearspring is shared. If any IDG business units outside of the U.S. are interested in this type of deal with Clearspring, I'd be happy to look into that.

Q **How can IDG take advantage of the Google Gadgets Editor?**

A The widget playing field is pretty wide these days, and Google is another player we've been talking to. A partnership with them requires building gadgets (Google's term for widgets) on your own. However, they offer to syndicate your gadgets to a customized list of their ad network members that fit your agenda. Syndication expense is controlled through the AdWords Auction mechanism. WU

More views of widgets

These are the links to three recently launched IDG widgets sitting on Clearspring's platform:

- http://www.clearspring.com/widgets/478cdda7d95aae03?pid=47992158488e5ca0
- http://www.clearspring.com/widgets/478ccaad4057f06c?pid=479921287ca2e6e8
- http://www.clearspring.com/widgets/4782640d7663bf50?pid=47911c31612bb78d

These are the links to the Computerworld, InfoWorld and CIO pages that feature these widgets:

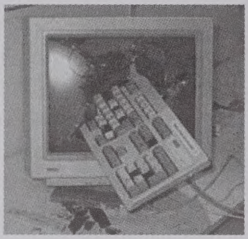
http://sharkbait.computerworld.com/
http://www.infoworld.com/weblog/podcasts/new_podcasts_index.html
http://www.cio.com/solutions/careers

For direct links to these images, see this article on IDG Central.

To explore creating your own widget, go to :
http://www.google.com/ig/gmchoices?hl=en

off line for fun

Can you haiku? Vent your technology frustrations with a verse



When the blue screen of death shows up, the reboot doesn't work or the screen freezes, most of us have been known to respond — loudly — with a few choice words...or actions. But what if you might take a quiet moment to reflect on those feelings with a poem?

IDG World Update challenges you to create a haiku, using the 5-7-5 syllables per line format, that relates to some kind of computer or other tech product glitch.

Here is a sample:

No, say it's not so
Frozen words on screen, help me
The day's work, hanging

Send your creations, along with your name and business unit, to world_update@idg.com by **Feb. 27**. The best haiku will be featured in an upcoming issue, with prizes to the winners. WU

Coming up

IDC Green IT Forum East
Feb. 28
New York City
http://www.idc.com

Premier 100
March 9-11
A Computerworld event
Orlando, Fla.
http://www.premier100.com/

Industry Insights San Jose
March 10
An IDC event
San Jose, Calif.
http://www.idc.com

IDC Directions 2008
March 11
San Jose, Calif.
http://www.idc.com

CSO Perspectives Conference
March 16-18
A CXO Media event
Atlanta, GA
htt://www.cio.com

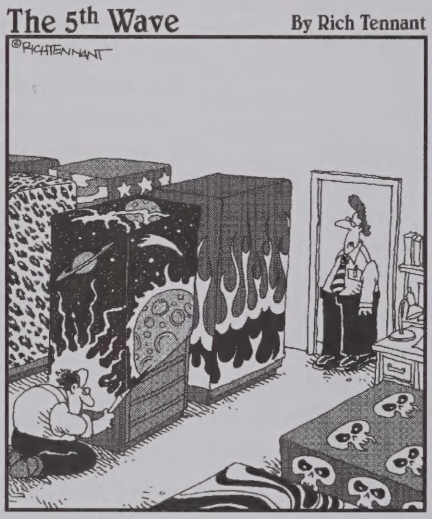
CIO Summit in the Middle East
March 16-17
Dubai
http://www.idc-cema.com

IDC Directions 2008
March 19
Boston
http://www.idc.com

Open Source Business Conference
March 25-26
San Francisco
http://www.infoworld.com

For more listings, see the Events section of IDG Central.

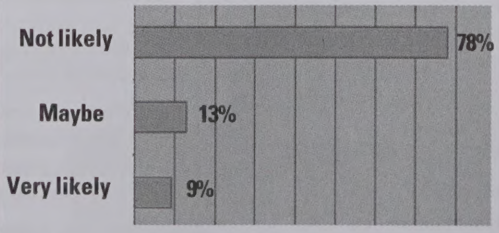
Enter the cartoon contest



There's still time to enter the latest cartoon caption contest. Send in your caption to world_update@idg.com or fax 617-423-0712 for a chance to win an IDG T-shirt or book of Rich Tennant cartoons.

Question of the Week for Feb. 4

How likely are you to be the owner of a MacBook Air?



Log on to www.idgcentral.com to vote on this week's question: **Would you buy meat or dairy products that are derived from cloned animals?**

and finally

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 Web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG also publishes more than 300 magazines and newspapers in 85 countries. IDG's media brands include CIO, CSO, Computerworld, GamePro, InfoWorld, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, Entertainment for All Expo (E for All), Storage Networking World and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events. More details at http://www.idg.com.

IDG World Update

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WWW.IDGCENTRAL.COM

European Online Meeting presentations on IDG Central

This month's European Online Meeting aimed to give participants the information, tools and contacts needed to build better Web platforms and lead generation businesses at their business units. Some 120 individuals from 26 countries attended the one-day meeting, which was held in Prague and organized by IDG Denmark Marketing Director **Karsten Bundgaard**.

Speakers included IDG Communications Executive VP Online **Colin Crawford**, whose presentation on online trends was highly rated by attendees. Other speakers included: **Frank Cutitta**, managing director, IDG Connect; **Lars Jacobsen**, editor-in-chief, pcworld.dk; **Andy White**, general manager, IT World Canada; **Peer Jensen**, sales director, IDG Denmark; **Jacob Villum**, head of online development, IDG Denmark; **Frederik Bernsel**, VP, online, IDG Sweden; **Christina Briscoe**, International Sales Director IDG Global Solutions; and **Lisa Glover,** director, client services, IDG Global Solutions.

All the presentations are available on IDG Central under the Global Meetings link.

Inside this issue

One on one: IDG List Services' **Andrew Sambrook** *page 3*

Could you be working alongside a former model, a faux bodyguard or perhaps a hairnet-wearing Twinkie inspector? Check out the offbeat ways some of your colleagues have earned a buck! *page 4*

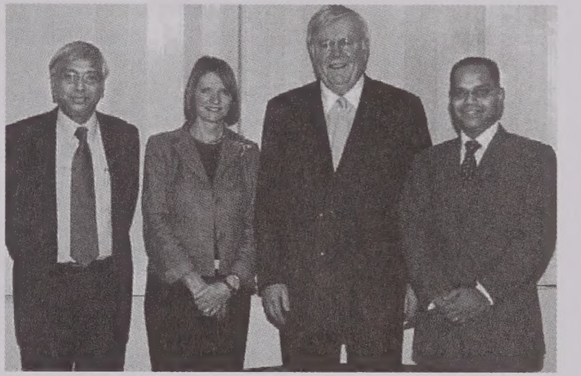
Celebrating 10: IDG China's Wang Huajian *page 8*

Four-year veteran Louis D'Mello takes over at IDG India

Founding President Bringi Dev to return to education and consulting career

IDG Chairman **Pat McGovern** was in India last week to announce the promotion of **Louis D'Mello** to the position of president & CEO of IDG India, following the decision of the company's founding president, **Bringi Dev**, to return to his previous career interests in education and consulting. D'Mello, who joined IDG India in April 2005 as chief operating officer, assumes overall responsibility for the company effective immediately. Dev will continue to provide support and direction to the company as a member of its board of directors.

"When I joined IDG in October 2004, I was keen to take on the entrepreneurial challenge of establishing a media company — an area that was new to me, though I had spent years in the Indian IT industry — and building it into a stable and successful operation with a strong team, established products and a clear road to profitability," Dev said. "I believe that many of these milestones have been reached."



*IDG Chairman **Pat McGovern** and his wife Lore Harp McGovern were in India last week during the announcement that **Louis D'Mello** (right) would take over for the departing **Bringi Dev** (left).*

IDG India's current portfolio includes CIO, PC World, Channel World and the newly launched Windows World (see IDG World Update, Feb. 11, 2008). All of the brands have an online presence, and the

continued on page 2

Macworld Australia launches 'first serious Web presence'

Annual GPSC meeting provided crash course in building site

*The Australian Macworld online developement team included (l-r): Niche Media Business Development Manager **Dominic Miller** Senior Developer **Luke Mcildoon**, Developer **James Hynes**, Senior Designer **Jon Price** and Editor **Matthew Powell**.*

Timed to coincide with last month's Macworld Conference & Expo in San Francisco, IDG's Australian licensee Niche Media Pty Ltd. has flipped the switch on a new, built-from-scratch Australian Macworld site (http://www.macworld.com.au).

After three months of planning and three of building — all in-house — the site launched on Jan. 11. Macworld Australia Editor-in-chief **Matthew Powell** attended Macworld Expo and blogged live from Apple, Inc. CEO Steve Jobs' keynote, posting it directly to the site for anyone who was up at 4:00 a.m. Melbourne, Victoria, time.

"Australian Macworld, although it has been in print for more than 20 years, never had a serious Web presence," said Niche Media Business Development Manager **Dominic Miller**. "We ran the very first Mac bulletin board system in Australia back in the 1980s and in 1996 launched a fairly rudimentary Web site that was taken down in 1997 when Macworld and MacUser merged." A forum site that had been built entirely from off-the-shelf open source software was dismantled in 2004 due to security issues. "So this is our first serious Web presence," Miller said.

Miller and Associate Publisher **Nick Harris** got much of their inspiration during last year's PC World/Macworld Global Product Support Center

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in brief newsworthy

IDG Vietnam celebrates one-year anniversary of CEO&CIO Club

Over the past year, 140 executive-level IT professionals in Vietnam have joined the CEO&CIO Club as a way to learn from each other while strengthening their businesses and collectively advancing the CIO profession.

The club celebrated its first year in January at the Intercontinental Hotel in Hanoi with a dinner and entertainment by the Hanoi Philharmonic Orchestra.

More than 100 people attended, including club members and high-level government dignitaries, many of whom stepped to the podium to praise the club's effort to develop connections within the IT community.

IDG Vietnam and Indochina Managing Director **Tam Le**, who helped establish the CEO&CIO Club and serves as president, summarized the group's activities, which have included social events, 10 meetings and a commitment to help promote Vietnam's IT industry.

This year the group will focus on delivering more practical networking programs for its members, 65% of whom are from enterprises and 35% from the government. Members can share information with each other through the password-protected section of their site, http://www.cxo-club.com.

*IDG Vietnam and Indochina Managing Director **Tam Le** introduces IBM Senior VP Stephen Mills, who spoke about "The Changing IT Ecosystem" at the CEO&CIO Club's first anniversary celebration.*

IDG Vietnam aims to create online and print properties under the CIO brand at some point, but local publishing laws are restrictive at this time. The business unit will produce 15 events in 2008, including Vietnam Computerworld Expo, the largest IT event in Indochina; Banking Vietnam and the CIO Indochina Conference & Awards.

Write to tam_le@idgvietnam.com. WU

Briefly noted

IDG Ventures India, a $150 million early-stage technology venture capital fund, last week announced it will invest $3 million in Aujas Networks Private Limited, a Bangalore-based digital security service start-up.

IDC announced plans for the inaugural **IDC Software as a Service Summit** to be held March 6 at the New York Marriott Downtown in New York City. The speaker lineup includes senior executives from Analog Devices, Aviall Services (subsidiary of The Boeing Company), Colorado Capital Bank, Fujitsu, and United Way America. Sponsors and partners are: Fujitsu Consulting, OpSource, Hewlett Packard, Autodesk, Applications Development Trends, NetworkWorld, and Software Developer.com. For more information visit http://www.idc.com/saas08.

Lisa Rowan, IDC's director of HR and Talent Management Research, was recently recognized by two leading HR industry news sources, HR World and HRO Today, for her contributions and research in the human resources marketplace. HRO Today named Rowan to it's "Top HRO Super Stars" list in the Advisors and Opinions category, which highlights individuals who help enable the industry to mature and grow. HR World name her one of its "Top 25 Influencers of 2007." Rowan spoke recently at IDC's Nordic Directions events.

IDG India

continued from page 1

company produces conferences and events under the CIO and Channel World brands. IDG India's 90 employees work in offices in Bangalore, New Delhi and Mumbai. The company received the 2007 Chairman's Award for the highest increase in event profit margin.

"IDG India is clearly well beyond the start-up phase at this time, and we had a breakeven first quarter in FY08," Dev said, adding that the company is on track to post a profit for this fiscal year. "Given this, I was keen to spend more time on what are my primary areas of interest, namely education, entrepreneurship and consulting. Pat McGovern and [IDG International Publishing Services CEO] **David Hill** were kind enough to consider and agree to this request, and began the search for the new business head for IDG India."

Hill called D'Mello the "obvious choice" for the job, noting that he has the requisite tech media experience and has been "a major contributor to the progress IDG India has witnessed thus far. Recently he has been managing most of the business aspects of the company, so this move will be a logical extension of what he has been doing already," Hill said.

Throughout his almost four-year tenure with the company, D'Mello has been involved in all aspects of the business as part of the IDG India management team. Prior to joining IDG, he was head of publications with Jasubhai Digital Media (now 9.9 Digital Media), also a tech publishing house. "Louis has wide-ranging experience in all aspect of our business, be it print, online and events. He has a keen sense of the editorial, design, sales and marketing functions, coupled with a deep understanding of readers, advertisers and the tech publishing market," Dev said. "He has interacted extensively with our client base and is therefore already known to them."

D'Mello and Dev will be meeting with readers, clients and agencies to apprise them of the change in management.

Contact Louis D'Mello at louis_dmello@idgindia.com. WU

the interview

one on one

Andrew Sambrook
The general manager of IDG List Services is this week's columnist. Reach him at asambrook@idglist.com.

Quick list stats

In FY08 IDG List Services is projecting e-mail revenues to grow by 15% to 20%, while postal mailings continue to decline 10% to 15% each year.

List Services anticipates a 60:40 postal to e-mail ratio for FY08. Next year will be closer to 50-50.

Sixty-six percent of all List Services' new business opportunities are e-mail/online related.

Employees are encouraged to send suggestions for columnists they would like to see on this page. All questions will be passed along anonymously. Write to world_update@idg.com.

Q What IDG List Services' role?

A At its core IDG List Services is a centralized service group whose charter is to partner with IDG business units and to offer technology marketers targeted direct marketing solutions. From preliminary research, strategy, execution and post-campaign analysis our seasoned team of 12 professionals in Framingham, Mass., works with a diverse range of technology companies. From brand leaders to technology start-ups, our clients are promoting custom events, product/technology solutions, trial demos, research surveys white papers and other products. List Services aligns IDG's audience, media and client content to maximize ROI for readers and advertisers alike.

List Services works in one capacity or another with most of IDG's U.S.-based units including the enterprise pubs, IDC, PC World and IDG World Expo. Besides delivering profit, we also promote IDG events and assist in audience acquisition and lead generation programs.

Q What are the differences between your list rental business and your brokerage business?

A List Management represents IDG's direct marketing inventory through list rentals: postal, e-mail, telemarketing. Brokerage Services acts as a turnkey direct marketing agency that fully supports IDG business units as well as advertisers. Brokerage not only identifies marketing opportunities but can create copy and manage database builds and post-campaign analysis.

Q How do you contribute to IDG's bottom line?

A List Services monetizes IDG database assets for e-mail, postal and telemarketing promotions. Our clients pay on a cost per thousand (CPM) basis for the right to market their content to IDG's loyal and engaged audience. In FY07 List Services contributed $4 million of net revenue to IDG. Eighty-five percent of our business is driven through highly specialized direct marketing agencies and brokers. List Services acts as IDG's direct marketing liaison, where we bridge the information gap between those DM agencies and their client base. After commission and production costs are applied, approximately 67 cents on every dollar is delivered back in profit to IDG. It's one of the highest profit ratios within the company (but don't tell anyone, it's a big a secret).

Q What are some characteristics of responsible commercial e-mail?

A You have 20 to 30 seconds to make your point, pique interest and initiate a call to action (click-through). Limit text and HTML imagery to no more than a 50:50 ratio. Pretest your message format through various browsers, with filtration and preview panes engaged to measure effectiveness. I recommend that the HTML lead in the branding bar disappear or be minimized as it takes up too much screen space. Have no more than three separate offers (calls to action). Less is more, simplify, be focused and succinct. Make sure your content resonates and is relevant. Promote key benefits, be positive and educational. On the back-end: Maintain a robust database where data integrity and best practices dictate frequency (usage) policies. Keep the ISPs happy by promptly answering their inquiries, remove undeliverable addresses and nonresponders. Track opt-out rates and audience engagement levels to ensure you are providing valuable information to both readers and advertisers.

Q Do you work with any of IDG's international business units?

A It's certainly on the horizon. IDG has a great opportunity to fill a huge global marketing void. Technology marketers are limited by the number of quality information providers, their data integrity, available universe and media options. Surprisingly, traditional postal mailings remain commonplace. An international database for postal and e-mail would open up huge revenue potential for IDG in countries like the U.K., France, Germany, Australia, Japan and naturally China. Through a fully integrated international database, IDG can be a marketing gateway for U.S.-based companies that are looking to take that first big leap overseas. We can also help international firms establish a strong foothold in the U.S.. Bottom line, we exist in a global economy, where international markets now create marketing and growth opportunities rather than boundaries.

Q Do you foresee any new initiatives this year?

A List Services has just launched an extended reach or co-branded e-mail program where we expand beyond third-party inventory limitations. We are also exploring the means to increase conversion (click through) rates by offering hosting of pre-populated registration pages. The movement in our industry is toward turnkey marketing services, where we manage the campaign from initial strategy to execution and deliver responses directly to the client. As such, List Services is aligning itself with production, copy writing, hosting and fulfillment services groups.

What's the strangest way you've made a buck? (or a yen or a euro)

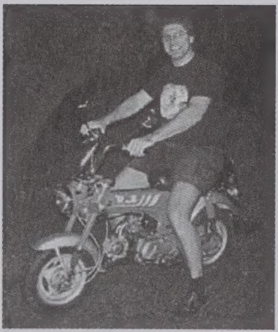
Employees share tales of the offbeat ways they've pocketed some cash

"I earned some extra cash playing Werewolf, Mummy and Disembodied Head at a Halloween theme park called Spooky World outside Boston in the mid-1990s. I had a great time scaring people out of their shoes for a few seasons and got my picture (in costume) on the front page of the Life section of "USA Today." One evening after work the CIO magazine editorial team came to see me in action. To give them a surprise, I sneaked the copy chief into the haunted house and put her in my place as the crowd-taunting disembodied head."

—**Rick Pastore**, *managing director, Content and Events, CIO Executive Council*

"One summer during university I worked in a bottling factory watching the conveyor belt of bottles run past me in front of a large illuminated screen. I had to pick out defective bottles. The screen was so bright you had to close your eyes every so often, and the boredom of the job meant a lot of people fell asleep. The supervisor would come over every 30 minutes and prod you just to make sure you were still awake! It was impossible to spot defects as the bottles were running by so quickly, so we were told just to make sure we picked out at least 20 an hour to make it look efficient."

— **Daniel Shaw**, *advertising manager, IDG Communications U.K.*

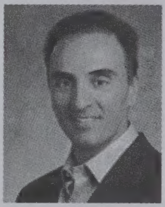


"For my 40th birthday I wanted to give myself the motorcycle I'd wanted ever since I was 16, a 25-year-old Honda Dax. I bought one on eBay for about a 1,000 euros [US$1,500], planning to tune and restore it over the winter. But when the bike arrived, I was a little disappointed, because it was so weak. Winter came and went, and I'd done nothing to it, so I decided to sell it again. I sold it on eBay exactly one year after I bought it for 1,400 euros [$2,000]. So in one year I made 300 euros, just for keeping the bike in my garage. A nice profit for 30 minutes on eBay."

—**Frank Klinkenberg**, *director online business development, IDG Germany*

"When I was 11 years old, my father was stationed in Okinawa. A farm boy approached me one day with an offer: he wanted me to gather up some American kids to ride his father's plow horse. He would bring the horse to our neighborhood after it was done plowing the fields. He would ride up and down the dirt road with each kid, while I helped them on and off the horse. He charged them 20 cents each, and I got half. The next day, I spent all my earnings on firecrackers at the local store. Luckily for me, it was American currency and I didn't have to worry about the exchange rate at that age. "

— **Mike Barbato**, *offices services specialist, Enterprise Services Group*



"When I was working in a nightclub as a bouncer, one of our wealthy (and eccentric) customers used to hire me and another guy to go to the Monmouth Park [N.J.] Horse Racing Track and act as his bodyguards. He wanted us to wear dark glasses and look mean. I don't believe the guy needed bodyguards at all, it was all about him wanting to create this perception of being important or perhaps gangsterlike. For me it was $100 cash and a day at the races."

— **Mark Barreca**, *associate publisher, national director, PCWorld.com*

Don't Let Your Old Autodialer
Put You In An Alarming Situation

"In my first job out of college I was an account executive at a very small ad agency. One of our industrial clients didn't have a lot of money for a model in their print ad, so they asked me. I can't remember how much I made, but it wasn't much, and it felt like even less money when they told me to put on a wetsuit and sit in a murky lake in January with only my nose and top of my head above water for the photo shoot."

— **Clark Morey**, *director of international online, IDG Global Solutions*

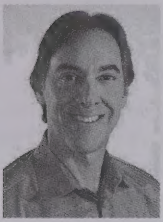
"Six years ago my husband (an avid antique bottle collector) and I were walking through a local flea market when I spied a small item. After offers and counteroffers, a Saratoga Spouting Spring forest green State of New York Geyser Spring mineral water bottle from the 1870s was ours for $12. Once home, my husband said it didn't quite fit his collection and decided to put the bottle up on eBay. I said it wasn't worth the trouble, but he insisted. Next thing we knew it was going for $700, $800, $900...and sold for $1,715! That pretty little bottle became my ticket to the Bahamas!"

— **Ruth Sager**, *senior sales business analyst, IDC*

"During high school my father got me a summer job at a clothing factory. The first day I faced stacks of boxes con-

taining 1,000 white t-shirts, and my job was to unwrap them from the cellophane, unpin them, inspect them for tiny holes and, if they were OK, repackage them as they were before. I was blind by the end of the day! It took me almost three days to complete the task, and the next batch wasn't much better — yellow shirts this time!"

— ***Kate Zinn****, corporate account director, IDG Corporate Sales*



"I worked at a molded foam factory that produced squares of three-inch-thick foam glued together to form a rectangular cushion. Workers then slipped a fabric 'sock' around the cushion. My job was to zip the zipper that went around the cushion and kept it inside. I threatened to quit, so I got another job there: manually loading these zipped-up cushions in plastic-wrapped bundles of three into 60-foot-long trailer trucks. I decided to stay in college."

— ***Bill Laberis****, vice president, Custom Content Strategy, Computerworld*

"I pedaled swan boats in Boston's Public Gardens in high school. The money wasn't the greatest, but the location and the opportunities for social networking couldn't be beat! Plus, no need to lift weights to boost lower body strength, and I got a tan."

— ***Matt Hines****, senior writer, InfoWorld*

"My first job out of high school was as a stockroom assistant at a circuit and semiconductor company (I'd wanted to work at the same company as my father). I ended up pushing carts between the stockroom and the engineers. I had to wear a special outfit to remain static free at all times. I did make a lot of friends with the most diverse group of people I will ever know."

— ***Susan Murray****, senior marketing specialist, CXO Media*

"During college, I worked the night shift on the Twinkie assembly line at the former Hostess factory on Speen Street [in Framingham, Mass.]. I remember the hairnet fitting so tightly that the next day I'd be at the beach with these two big crossed indentations on my forehead. It paid pretty well, actually. Too bad I didn't have many dates to spend it on. Hairnets can do that to a guy."

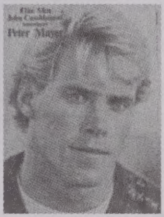
— ***Ron Moreau****, sales manager, IDG World Expo*

"The first job I ever had was packing Table Top Pies. The boxes came to the store flat, and one had to make the box and then put the correct pie into the box with the correct name. They may have even paid me with pies. I'm actually back working part-time at the same store, but this time I'm bringing home a real paycheck."

— ***Linda Goldrick****, senior operations associate, IDC Framingham*

"Having been a competitive skier and ski instructor, I worked as a Dynastar ski demonstrator while I was a student. One season I went to New Zealand to do ski tests and demos. It was great fun, and I got paid to travel through New Zealand and ski all the mountains there."

— ***Sebastian Woerle****, Computerwoche/CIO sales director, IDG Germany*



"I was a model with Elite modeling agency and had a fun couple years traveling to Milan, Italy, and some fun in New York City. Then I met my wife and the rest is history."

— ***Peter Mayer****, vice president, Integrated Programs, Computerworld*

"Back in the 80s, I used to scuba dive for sea urchins among the islands of Maine's Casco Bay. The green sea urchins are plentiful there, and the roe (egg mass) in them is a sushi delicacy called uni. In winter time the urchins bring the best price, and we'd average about $300 to $500 dollars a day, after giving a 20% cut to the boat owner. We'd be very cold and tired at the end of a day, but we had a lot of fun and the diving was beautiful."

— ***Paul Rooney****, manager, Information Technologies, IDC South Pacific*

"My roommate at the University of Rhode Island scored a great job for us: bakers for the student union restaurant. It paid well, allowed us to set our own schedule and work largely independently. The only problem: neither one of us knew the first thing about baking. Surprisingly, we were not fired (and there were no food-poisoning incidents). But after one semester we felt guilty enough to resign on our own."

— ***Leigh Mills,*** *associate general counsel, IDG*

"In junior high I was a golf course assistant. While we did a lot of moving and cleaning of golf carts, most of our work was on the golf range. We drove a a rusty old square metal cage with little more than four wheels, a motor, a seat, a steering wheel and a giant rake that scooped up golf balls. If you were drilled by a range ball, the whole thing shuddered and your ears rang. A job like that loses its fascination quickly, especially at $3.35 an hour. I quit after three months."

— ***Jeremy Rueb****, director, Program Development, IDG Corporate Sales*

noteworthy people

Promotions

Butson

MARLEN CALE

IDG Training and Development Manager **Laurie Butson** has been promoted to training and development director. "Laurie's deep commitment to professional development for the employees of IDG has been clear since day one," said **Piper Fowler Sheer,** VP HR, IDG Communications. "One recent project that showcases the breadth of her talents is the IDG Multimedia Series. Laurie identified a need based on the changing business environment, researched potential trainers, worked with key employee stakeholders and expertly planned a wide range of sessions. Participants in the workshops leave with instantly applicable skills that will bring value to their business units." *laurie_butson@idg.com*

New employees

Gladstone

IDG WORLD UPDATE

PC World has hired **Darren Gladstone** as a senior writer; he was previously a senior editor at Games For Windows. He earned a B.A. in history and English with a minor in computer science at the University of Buffalo (N.Y.). *darren_gladstone@pcworld.com*

Stefan Norbruch joins IDC New Zealand as an associate analyst with the PC Hardware group. He recently completed two internships in Germany as an office assistant at a management consulting firm and another in applications development. He is currently studying for a B.A. in commerce specializing in marketing and operations management at the University of Auckland. He also has spent time studying in Argentina and Australia with the University of Sydney as part of his degree. *snorbruch@idc.com*

Computerworld has hired **Lauren O'Brien** as a conference programs specialist. She previously worked for Venturi Staffing Partners as a senior staffing specialist. She holds a B.A. in marketing communications from Boston's Simmons College, which she attained in three years, and enjoys reading, watching sports, traveling and boating. *lauren_obrien@computerworld.com*

Skinner

Carrie-Ann Skinner joins IDG U.K. as a staff writer for PC Advisor; she was previously an account manager at ITA, a London-based property public relations company. Carrie-Ann holds a BTEC National Diploma in media studies from North West Kent College in Dartford, U.K. A dancer, she made it to the regional finals for the BBC TV show "Dance Fever." She is also a cheerleader for the Kent Ravens Rugby League team. Last May she completed a 26-mile power walk in seven hours and 15 minutes through London starting at midnight wearing a decorated bra to raise £400 (US$790) for breast cancer charities. *carrie-ann_skinner@idg.co.uk*

Knuth

LYNN HOLMLUND

CSO's new Northwest regional sales manager is **Matt Knuth**; he was previously a regional sales representative with Turnstile Media's Turfnet magazine. He holds a B.A. in journalism from San Diego (Calif.) State University and is a classically trained chef, having studied at Scottsdale (Ariz.) Culinary Le Cordon Bleu. Away from the office and enjoys his dogs and outdoor activities. *mknuth@cxo.com*

Executive Assistant **Diana Cooper** comes to Computerworld from Houghton-Mifflin Co. where she was a senior executive assistant to the firm's senior VP and general counsel. A graduate of Arizona State University, she holds a B.A. in public relations and marketing. An avid sports fan (including her childrens' basketball teams), she also belongs to book and gourmet clubs. *diana_cooper@computerworld.com*

Strohmeyer

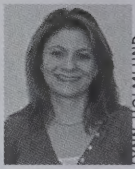
IDG WORLD UPDATE

Senior Editor **Robert Strohmeyer** comes to PC World from Future U.S., where he was editor-in-chief of Windows Vista. A graduate of San Francisco State University, he holds a B.A. in creative writing. He enjoys sailing, scuba diving, cooking and is anticipating "a baby on the way." *robert_strohmeyer@pcworld.com*

Flynn

David Flynn is IDG World Expo's new sales manager. He was previously a senior loan officer with Washington Mutual and attended Terenure College in Dublin, Ireland, where he studied business administration, history and economics. Away from the office he enjoys his family and friends and "spending time at the café." *david_flynn@idg.com*

Transfers



Malkasian

LYNN HOLMLUND

Jen Malkasian moves from her role as e-mail campaign specialist with IDG List Services to CXO Media where she will be an online account services specialist. She holds a B.A. in English from Framingham (Mass.) State College and last year received her certification as a nutrition counselor from New York's Institute of Integrative Nutrition. Outside the office she enjoys playing poker, going to new restaurants and exercising. *jmalkasian@cxo.com*

Returning employees

Eileen Lobaugh returns to IDG as an event sales executive in Computerworld's New Jersey sales office. With IDG in a variety of roles from 1987 to 2002 she was most recently regional sales manager with CIO and Darwin and then worked as an independent sales representative at media/conference firms. Eileen enjoys traveling, especially to Italy, reading, cooking and being with her family and three grandchildren. *eileen_lobaugh@computerworld.com*

Gruman

InfoWorld has hired **Galen Gruman** as executive editor. He has worked as West Coast bureau chief for Computerworld, features editor and executive editor of Macworld and most recently ran his own firm, The Zango Group, which provided editorial services to a range of magazines, Web sites and book publishers. He holds a B.A. in interdisciplinary studies (journalism and political science) from the University of Southern California in Los Angeles. He is an "intermittently avid gardener" and also enjoys travel and reading. *galen_gruman@infoworld.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

22
Linda Gorgone *Computerworld*

20
Clare Huang *IDC*
Katalin Kopácsi *IDG Hungary*

19
Zsóka Egyed *IDG Hungary*
Lucy Chaudhuri *IDC U.K.*

18
Györgyi Birkus *IDG Hungary*
Imre Birkus *IDG Hungary*

15
Diane Hacker *PC World*
Joan Kelliher *IDG*

14
Yukimi Chiba *IDG Japan*

11
Jerry van Ommeren *IDC Benelux*

0
József Samu *IDG Hungary*
Beth Ramistella *IDG Communications*

9
Ernesto Cordero *IDG*

8
Margaret Follmer *IDC*
Cynthia Seavey *IDC*
Bree Charlton *IDC Australia*
Heather Havenstein *Computerworld*
Todd Hall *IDG*

7
Kirk Mitchener *IDC*
Laurie Horn *IDC*
József Szigetvári *IDG Hungary*
Ken Mingis *Computerworld*

6
Balázs Barabás *IDG Hungary*

5
Bram Tullemans *IDG Netherlands*
Joy Latino *Computerworld*
Jiahuan Liu *IDG Asia*

4
Gábor Rónay *IDG Hungary*

3
Ashley Gilliam *IDC*
Daniela Parisse *Nuov@Periodici Italia*
Niklas Höglund *IDG Sweden*
Giovanna Saba *IDC U.K.*
Angela Salmeron *IDC U.K.*
Adrian Farias *IDC Mexico*
Curtis Poff *Mac Publishing*
Adrian Black *IDG U.K.*

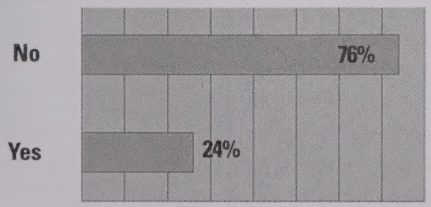
2
Diego Anesini *IDC Argentina*
Diana Zhao *IDC China*
Michael Barton *PC World*
Briana Pontremoli *IDG World Expo*

1
Jeffrey Janukowicz *IDC*
Anna Lindblad *IDC*
Benjamin Tucker IV *IDC*
Zsóka Hídvégi *IDG Hungary*
Rodolfo Alves *IDC Brazil*
Priscilla Carvalhaes *IDC Brazil*
Matt Hines *InfoWorld*
Karim Baki *IDG Entertainment*
Ellen Malinowski *PC World*
James Brevard *IDG*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Question of the Week for Feb. 11

Would you buy meat or dairy products that come from cloned animals?



Log on to www.idgcentral.com to vote on this week's question: **Do you think consumers will benefit if Microsoft acquires Yahoo?**

Australian Macworld

continued from page 1

meeting in Boston. "I had zero experience in building Web sites, so I learned about everything, including search-engine marketing and optimization, ad-serving, lead generation, communities, measuring traffic, optimizing revenue streams and pricing models," Miller said.

Miller was responsible for the original site map and plan, overall management of the development of the site and for new business development. (He also oversees development of six other Niche Media sites.) Editor-in-chief Powell was also directly involved in the site plan, as was Harris.

Senior Web Developer **Luke Mcildoon** built the site and its content management system (CMS) from the ground up. Web Developer **James Hynes** works with Mcildoon on the site's back end and forums, while Designer **Jon Price** handles the design and cascading style sheets and "making sure that everything at the front works with everything that the boys build on the back," Miller said. " On the editorial side, Powell manages the site's 12 contributors who produce blogs, reviews, news, help and tips and the site's Weekend Edition podcasts.

Site traffic has been "amazing," Miller said. "We've already done more than half a million page views, which we're happy with for a new niche site in a small market. We want to grow it, and our plan involves improving search-engine optimization capability, implementing a search-engine marketing campaign in March and running more competitions and referral sites for forums."

Competitively, Australian Macworld has "a pretty unique position." There are other Mac forums, Miller said, "but they are primarily only forums and do not have what we see as our key point of difference — our content, which comes from our contributors and Macworld U.S." He added that, as an IDG licensee, Australian Macworld occasionally competes with other IDG enterprises such as PC World Australia for some advertising clients. "Our main difference is our expert commentary and our 20-plus years of experience in the Australian Mac market," he said.

Ad sales for the site have been "fantastic," Miller said, with a number of big clients such as Filemaker, Microsoft and NEC signing on for banner advertising and resource centers. "We're currently in the process of implementing DoubleClick so that we can expand our online offerings to our clients in terms of geographic targeting."

Site impovements continue including recently adding a shopping tool similar to Macworld U.S.'s PriceGrabber. "We've also just implemented matched search results for shopping," Miller said. "I'd like to make some changes to our CMS and readers are requesting functionality changes that range from the simple to the rewrite. Now my main focus is SEM and driving revenue streams."

Contact Dominic Miller at dominic.miller@niche.com.au. WU

celebrating 10!

Name
Wang Huajian

Home
Beijing

Joined IDG
June 24, 1997

Current title
Administrative Assistant in the president's office of China Computerworld Publishing and Servicing Group, where I am in charge of administration and logistics for office operations such as sanitation, safety and dispatch of cars.

What's kept you at IDG for 10 years?
I love our group.

Most challenging part of your job
Learning more computer skills.

Best way someone could compliment you on your work?
By calling me devoted to my work.

Of what accomplishment at work are you most proud?
I work hard to avoid mistakes.

Favorite way to work off stress
I try to forget about the lousy things.

What's your favorite thing on your desk?
Two Chinese dictionaries.

Best piece of advice you've ever received
Show love to the ones you care about.

Interests outside the office
Chinese chess and sports like basketball and table tennis.

Family
My wife Liu Yinfang, my 32-year-old son Wang Guocheng and my 27-year-old son Wang Guokun.

What do you want to become when you were a child?
A doctor.

*IDG Chairman **Pat McGovern** hosted **Wang Huajian** at a dinner in Beijing to celebrate his decade of service to China Computerworld.*

If you won the lottery tomorrow, you would:
First improve the lives of my parents, my children and those who have helped me before. I would then donate the rest to help children who live in poverty-stricken areas.

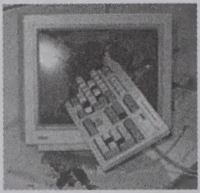
Favorite vacation spot
Hainan

Your idea of a perfect day alone?
Cleaning my fish tank.

Manager's profile
"Wang Huajian is a senior staff member who has a strong sense of service and is good at team work. Although he is doing miscellaneous work, he is painstaking and earnest. He always gives a helping hand to others whenever needed. He has won the respect of all his colleagues by his sedulous working style and sincere personality, becoming a model of his department."

— Qin Chao, vice president, China Computerworld Publishing and Servicing Group

Can you haiku? Vent your technology frustrations with a verse



When the blue screen of death shows up, the reboot doesn't work or the screen freezes, most of us have been known to respond with a few choice words...or actions. But what if you might take a quiet moment to reflect on those feelings with a poem?

IDG World Update challenges you to create a haiku, using the 5-7-5 syllables per line format, that relates to some kind of computer or other tech product glitch.

Here are some samples:

No, say it's not so
Frozen words on screen, help me
The day's work, hanging

Your hard drive has died
All of your data is now lost
Want to go home now?

Server crash again
Because you are downloading
More junk from the 'net

Send your creations to world_update@idg.com by **Feb. 27**. The best will be featured in World Update; prizes await!

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 Web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG also publishes more than 300 magazines and newspapers in 85 countries. IDG's media brands include CIO, CSO, Computerworld, GamePro, InfoWorld, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, Entertainment for All Expo (E for All), Storage Networking World and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events. More details at http://www.idg.com.

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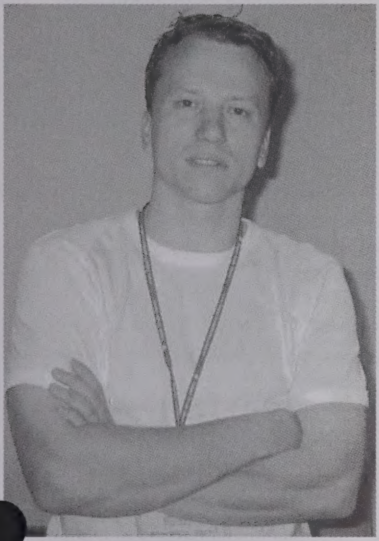
REC'D FEB 2 6 2008

French partner ComparHaut launches PC World site



PCWorld.fr Editor-in-chief
Stephane Charpentier.

PC World returned to the French market this month with the launch of PCWorld.fr, an online-only edition produced by publishing partner ComparHaut.

According to ComparHaut CEO **Olivier Moulin**, PC World differs from other similar sites in France because it is produced by journalists. "In France, we did not have a site for an IT consumer audience that was created by real journalists," Moulin said. "We do have some B2B sites, but the only B2C IT-oriented site is really just a blog that grew up."

Stephane Charpentier serves as editor-in-chief and he is joined by a small group of former IDG France journalists that includes **David Castaneira**, **Reynald Flechaux**, **Christophe Bardy** and **Valéry Marchive**.

*ComparHaut developers **Frederic Salley**, **Grégoire Robin** and **Olivier Pousset** created the PC World France web site using PHP 5 and MySQL.*

Content includes news, both local and international, product reviews, price comparisons and a video library, being created in cooperation with the IDG News Service.

Moulin said the site has already achieved its first

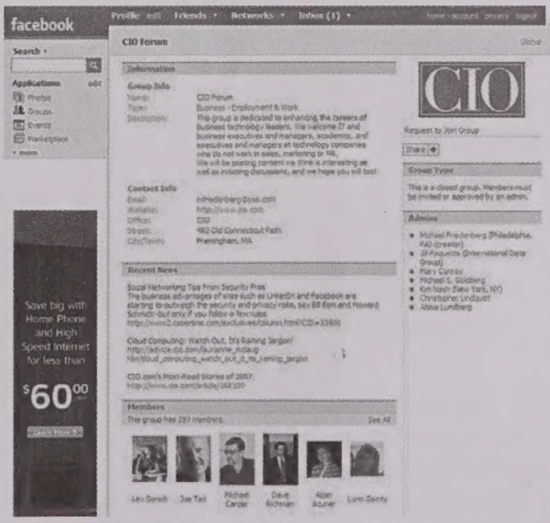
continued on page 4

CIO Forum on Facebook extends brand's community

Looking for some face time with a wider CIO community, as well as more eyes on its CIO.com site, CXO Media is experimenting with social networking platforms including LinkedIn and Facebook and launched the CIO Forum earlier this year.

The CIO Forum is a Facebook community dedicated to enhancing the careers of IT and business executives and managers, as well as academics whose work lies at the intersection of business and technology. It is not open to sales, marketing, public relations consultants or recruiters.

Receiving more than 100 requests to join in its first few days, the forum currently has 289 qualified members, largely in the U.S. but also from countries such as Argentina and Australia. CIO editors, mainly Editor-in-chief **Abbie Lundberg**, and CIO.com Editorial Director **Chris Lindquist**, post content in the forum, such as relevant articles, blogs and videos, initiate discussions, and ask questions related to story ideas. Lundberg called the Forum, "a place where we can connect and interact with the members of the CIO community and, more to the point, where they can connect and interact with each other."



facebook
CIO Forum
CIO
Save big with Home Phone and High Speed Internet for less than $60.00

The CIO Forum on Facebook has attracted 289 qualified members to date.

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PC World's Harry McCracken to receive Timothy White Award from ABM *page 2*

IDG's Belgian partner hosts channel awards *page 2*

One on one: Network World CEO John Gallant *page 3*

IDC eXchange videos get new life on YouTube *page 4*

Celebrating 10: CEOCIO China's Jiang Yizhong *page 8*

Cartoon caption contest winner *page 8*

in brief newsworthy

IDG Global Solutions continues support for Cisco Awards program

Four years ago Cisco Systems turned to IDG Global Solutions (IGS) for help in transforming its annual awards program into a more independent event with broader industry appeal. IGS responded with a proposal to provide broad support for the Cisco Networkers Innovation Awards program, which is now in its fourth year and going strong.

Managed by the IGS client services team in the U.K., the success of this program spawned similar efforts on behalf of other clients with the result that events now form a strong part of IGS product solutions, according to IGS President **John O'Malley**.

IGS support for the Cisco program includes:

- Web site creation and development
- Entry submissions
- Judging
- Guest invitation management
- Trophies/certificates
- Winners' case studies
- IDG Global Solutions co-branding
- IDG executive participation in the awards presentation.

IGS Director of Client Services **Lisa Glover** managed this year's event. For the second year, IDG Communications CEO **Bob Carrigan** helped present the awards, which are designed to honor businesses that are embracing new and advanced technology and successfully implementing those technologies to deliver tangible results.

*Cisco Systems VP, Worldwide Technical Operations Mike Pilbeam (left) IGS Director of Client Services **Lisa Glover** and IDG Communications CEO **Bob Carrigan** were in Barcelona, Spain, late last month for the Cisco Innovation Awards.*

"IGS has put together a terrific program," Carrigan noted, "and the client has been very pleased. This effort is an excellent demonstration of IDG's global reach in working with clients such as Cisco."

Contact Lisa Glover at lisa_glover@idg.com.

IDG's Belgian partner hosts sixth annual Channel Awards

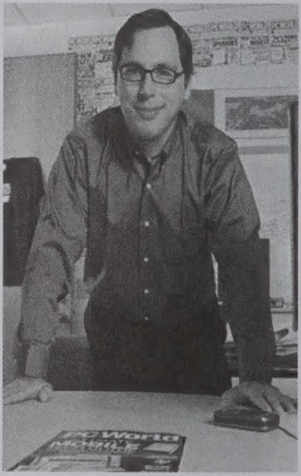
*Channel World Editor **Jans-Frans Lemmens** (right), who emceed the Channel Awards ceremony last month, presents a certificate to Best Specialized Storage Distributor Nico Vercammen.*

IDG's publishing partner in Belgium, Best of Publishing, held its sixth Channel Awards on Jan. 30 in Brussels. More than 250 VIPs from the Belgian channel industry cheered the 15 winners, which included the Channel Person of the Year and the best vendors and distributors. The honorees were selected via a two-stage online poll of visitors to http://www.channelworld.be; more than 2,000 voters participated.

PC World's Harry McCracken to receive Timothy White Award

PC World Vice President/Editor-in-chief **Harry McCracken** has been named the winner of the annual Timothy White Award presented by American Business Media. The award, which recognizes an editor whose work displays superior courage, integrity and passion, will be presented at a ceremony in New York on March 14.

McCracken is a 17-year veteran of technology journalism. He joined PC World in 1994. He was named VP/Editor-in-chief in March 2004 and oversees all editorial, product testing and community efforts for PC World and PCWorld.com.



***Harry McCracken** will receive his award March 14. Last year's winner of the Timothy White Award was Computerworld /InfoWorld Editorial Director **Don Tennant**.*

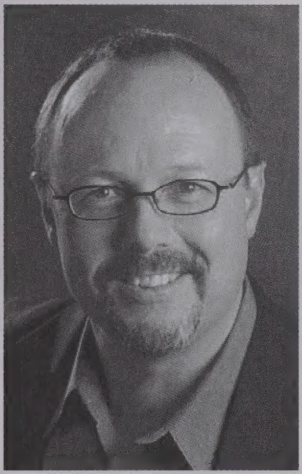
Fast fact

A new IDC study of consumer online behavior found that the Internet is the medium on which online users spend the most time (32.7 hours/week). This is almost twice as much time as spent watching television (16.4 hours), and more than eight times as much time as spent reading newspapers and magazines (3.9 hours).

the interview

one on one

John Gallant
The CEO of Network World is this week's columnist. Reach him at jgallant@nwww.com.



What are your priorities for Network World in the next six to 12 months?

First and foremost, make plan. That's our commitment to IDG, and we're actively managing revenue and expenses to do that. But the best way to do that is through growth, and we are focused on growth areas like online, custom publishing, our Buyer's Guides and lead gen programs, IT Roadmap, as well as our DEMO brand.

We have to avoid the lure of trying to do too many things and really focus on the big growth opportunities. I want us to pick the best opportunities to innovate and then really move fast to grab those opportunities.

Q It's been almost four months since you became CEO at Network World. Any surprises?

A I've been with Network World since we launched in 1986, so there wasn't a lot about the company I didn't know — from our strengths to the particular challenges we face and the larger media world. Sometimes, a new CEO walks into a turnaround situation where there are a number of problems that cry out to be fixed. I've been blessed with a great team and a consistently high level of innovation around products and services, and the key to my job is channeling those resources toward more growth and success. That said, owning the whole bottom line number is a daunting responsibility, and I've had more than a few sleepless nights thinking about what we need to do to deliver on plan!

Q How is Network World different today from when you took over in October?

A At its core, Network World is the same as it was when we launched over two decades ago — our editorial mission and our mission of innovation for marketers have served us very well. But how we deliver on those missions continues to change pretty dramatically. Since October, we've undertaken a number of initiatives that are designed to streamline operations, boost our online and events growth and improve sales.

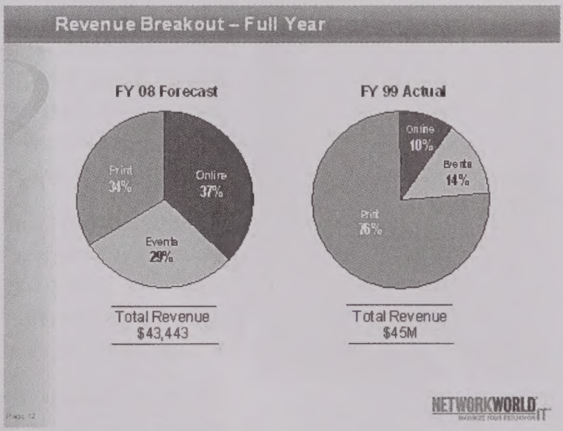
We've worked with CXO Media and Computerworld to build a shared enterprise services group combining really talented individuals from print circulation and production, finance and facilities, and we're now working with the Technology Services and Online Publishing groups to share resources for IT and online infrastructure. These initiatives will reduce costs and free up resources we can devote to the customer-facing parts of our business.

On the sales side, our new publisher, **Dan Hirsh**, has created a unified, national sales team under VP **Sandra Kupiec** that has new tools and resources for prospecting, territory management, forecasting and developing custom programs of all sizes. We're instituting new sales training, and Dan and the marketing team, under **Donna Pomponi**, have created a whole new portfolio of great sales tools, including a really rich online media guide.

On the online side, our edit, design and audience development teams are working hard to build on our impressive page view growth (over 40% increase in 2007 vs. 2006) by adding new bloggers, enhancing our tech-specific Research Centers, adopting SEO best practices and redesigning pages for deeper engagement. In addition, we've made a major commitment to our online Buyer's Guides, with over 70 product guides now available, and multimedia, with great growth in podcast downloads and videos viewed. The events team has also made a major commitment to online with the launch of the new DEMO.com site, which launched with the January edition of that event. DEMO.com keeps the community of innovators and investors connected all year, and we're really excited by the opportunities it creates for new sponsorships.

Q Can you talk about how Network World's revenues break down along print, online and events?

A Right now, our revenue pie chart represents an almost perfect peace symbol of publishing harmony (sorry...), with about a third of our revenue coming from online, print and events. With online growing at a fairly robust clip and events growing steadily, the pie is likely to become more heavily weighted toward those areas, with print continuing to face challenges. But we've gotten good at shifting resources to where our opportunities are.



Q You started your IDG career as a journalist and progressed through the editorial ranks before being named president at Network World. Is your editorial background an advantage or disadvantage?

A I consider my editorial background to be my strongest asset. Being editor-in-chief and then editorial director, I had an amazing opportunity to meet with both IT executives and IT vendors at all levels, so I know intimately what IT leaders are worried about and how suppliers are trying to work with them. I can help both sides connect the dots, and my goal in this position is to facilitate the discussions.

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IDC eXchange videos get new life on YouTube channel

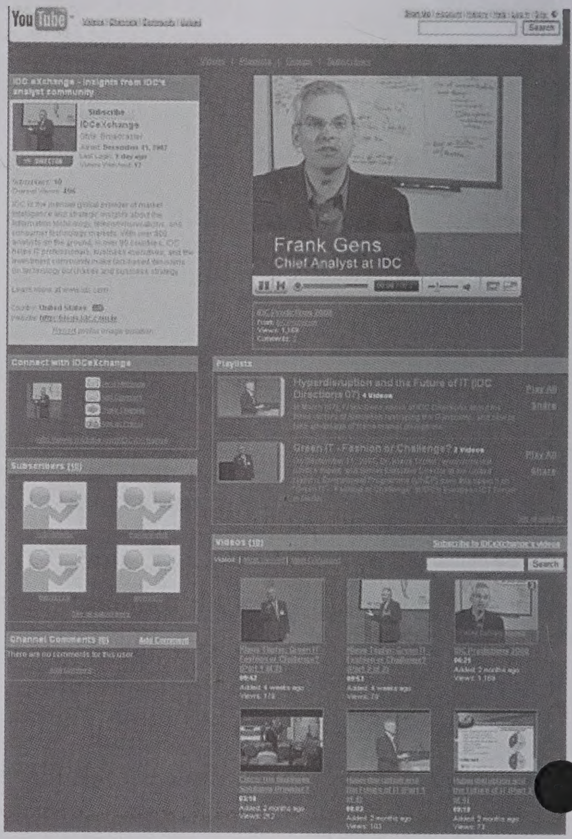
IDC has created a channel on YouTube to promote the growing array of video content on IDC SVP & Chief Analyst **Frank Gens**' blog, IDC eXchange (http://blogs.idc.com/ie). The company joins a number of other business units and divisions that have taken advantage of the Web's largest video hosting and promotion platform, such as PC World, Macworld, Computerworld, Network World, InfoWorld, IDG Sweden, tecChannel.de in Germany and GameProTV in Spain.

Gens launched his blog in late 2005 as a way to create a dialogue and share IDC research and the opinions of not only prominent IDC analysts but other respected individuals in the IT industry. Recently, as IDC began to videotape its event presentations and generate more analyst commentary in video form,and vendor events began incorporating video, Gens found he had a lot of raw material to work with. He initially posted the video files on his blog server but found he had to be careful about the size of the files, since the server was not optimized for streaming video.

"About two months ago, I came to the pretty obvious thought: why not post these on YouTube?" Gens said. "[IDC President & CEO] **Kirk Campbell** agreed it was worth trying out. Not only would it leverage YouTube's excellent infrastructure for video streaming, but, more important, the videos would be much more visible."

The process has been simple, and the only crimp he's encountered is the 10-minute/100MB file limit, which has meant he's had to break down some of IDC's event presentations into multiple parts. "Not a huge deal," he said.

The most popular offering so far is Gen's six-minute video summary, "IDC Predictions 2008," which has been viewed almost 1,200 times. "It may not seem like so much compared with the typical pop-culture videos, but it's not bad for a specialty business video," he noted. He pointed out that



Links between the YouTube channel and the IDC eXchange blog have boosted traffic to IDC.com.

Forrester, one of IDC's market research firm rivals, has had a channel for about six months with 19 videos, but IDC Predictions, which has been up for one-third the time, has more page views than all but one of the Forrester videos.

IDC's 10 videos on the channel include "Green IT — Fashion or Challenge" by Dr. Klaus Töpfer, an environmental politics expert who spoke at IDC's European ICT Forum in Berlin last September, and Gens' presentation on "Hyperdisruption and the Future of IT" at last year's Directions conference.

Write to fgens@idc.com. WU

Blog tries out text-to-voice software

IDC eXchange

IDC SVP & Chief Analyst **Frank Gens** recently began using a new technology on his IDC eXchange blog: the Odiogo text-to-voice service, which automatically creates an MP3 version of all his text posts for people who prefer to listen to them as podcasts.

Odiogo's Podcast Producer Servers generate high-quality audio files from textual posts in an RSS feed. They monitor the feeds on a regular basis and produce MP3s as new content is posted. Any type of MP3 player, including iPods, as well as PCs and mobile phones can fetch the audio files directly from the Odiogo Storage servers for subscribers.

For more information go to http://www.odiogo.com.

PCWorld.fr

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goal of 200,000 users in its first month and is on target to reach its second goal of 250,000 users in April.

ComparHaut, which was established in 2002, has 14 employees. It launched an online GamePro title in June 2007 and plans to launch an online-only Macworld later this year.

IDG France, which last year was bought by AdThink Media and reformed as the joint venture IT News Info, originally launched InfoPC in 1984 and sold the title in 2001 to the publisher of L'Ordinateur Individuel. It is no longer published in France. IT News Info publishes CIO France, Digital World, Distributique.fr, LeMondeInformatique.fr and Reseaux-telecoms.net.

Contact Olivier Moulin at olivier@comparhaut.com. WU

IDG

Current Jobs, Week of February 25, 2008

BU	Category	Title	Location	Contact	Email	Phone
CXO Media						
	EP	Senior Content Prodcuer	Framingham MA	P.Chisholm	pchisholm@cxo.com	508.935.4734
	EP	Sales Associate	Framingham MA	P.Boyle	pboyle@cxo.com	508-935-4192
	EP	Meeting Planner	Framingham MA	P.Boyle	pboyle@cxo.com	508-935-4192
	EP	Markting Specialist	Framingham MA	P.Boyle	pboyle@cxo.com	508-935-4192
	Editorial	Editor	Framingham MA	P.Chisholm	pchisholm@cxo.com	508.935.4734
	Online Editorial	Online Editorial Director	Framingham MA	P.Chisholm	pchisholm@cxo.com	508.935.4734
	OPG	Senior Web Systems Administrator	Framingham MA	P.Boyle	pboyle@cxo.com	508.935.4192
	OPG	Java Developer	Framingham MA	P.Boyle	pboyle@cxo.com	508-935-4192
	CEC	Group Services Manager	Framingham MA	P.Boyle	pboyle@cxo.com	508.935.4192
Financial Insights						
	Research	Research Manager, Financial Insights	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Associate Research Analyst, Financial Insights	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
Energy Insights						
	Research	Research Analyst, Energy Insights	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Sales	Sr. Account Executive, Energy Insights	Framingham MA	Leah Barton	lbarton@idc.com	508-935-4133
Global Retail Insights						
	Research	Research Director, Retail Store, Channel and Consumer Strategies	Framingham, MA, Irvine CA	Susan Brown	sbrown@idc.com	508-935-4099
	Sales	Sr. Acct Executive	Framingham MA	Leah Barton	lbarton@idc.com	508-935-4336
IDC						
	Client Service	Client Service Manager	Framingham MA	Michelle Hockman	mhockman@idc.com	508.935.4133
	Client Service	Inquiry Analyst	Framingham MA	Leah Barton	lbarton@idc.com	508-935-4336
	Conferences	Conference Manager	Framingham MA	Michelle Hockman	mhockman@idc.com	508.935.4133
	Consulting	Consulting Director, Services	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Open Source Software Business Strategies	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Wireless Services	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Software as a Service	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Enterprise Servers	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Manager, Quantitative Research Group	Framingham MA	Annmarie Allen	aallen@idc.cm	508-935-4137
	Research	Research Director, Oil & Gas	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Manager or Director, Systems Integration Business Strategies	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Verticals	Framingham MA	Michelle Hockman	mhockman@idc.com	508.935.4133
	Research	Sr. Research Analyst, Verticals	Framingham MA	Michelle Hockman	mhockman@idc.com	508.935.4133
	Research	Research Analyst, Pricing Evaluation Service	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Program Manager, Enterprise Trackers	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Mobile Consumer Services	Framingham, MA or Falls Church,	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Mobility, Computing, and Consumer Primary Research	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Software Sales Channels	Framingham, MA or Toronto	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, PC Tracker	San Mateo, CA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Manager - IT Market and Strategies	Framingham MA	Annmarie Allen	aallen@idc.cm	508-935-4137
	Research	Part time Consultant, Retail Data	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Manager, Storage Software	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Director, Global SMB Research	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Program Manager, PC Tracker	San Mateo, CA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Global BPO Services: Market Opportunities by Key Business Processes	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Sales	Consulting Sales Manager - Sector Accounts	San Mateo, CA	Annmarie Allen	aallen@idc.cm	508-935-4137
	Sales	Sr. Account Executive	Framingham MA	Leah Barton	lbarton@idc.com	508-935-4336
	Sales	Part-time Sr. Client Service Rep/Sales Representative, Industry Major East Accounts	Framingham MA	Annmarie Allen	aallen@idc.cm	508-935-4137
	Technology	Product Manager-IDC.com	Framingham MA	Annmarie Allen	aallen@idc.cm	508-935-4137
IDG Corporate Services Group						
	IS	Senior Programmer Analyst	Framingham MA	B. Ramistella	beth_ramistella@idg.com	508-988-7871
	IS	Technololy Support Analyst	Framingham MA	B. Ramistella	beth_ramistella@idg.com	508-988-7871
	IS	Web Developer	Framingham MA	B. Ramistella	beth_ramistella@idg.com	508-988-7871
IDG Entertainment						
	Sales	Account Executive	San Francisco CA	http://careers.idg.com		
IDG List Services						
	Sales	Account Services Coordinator	Framingham MA	Sara Scogland	sara_scogland_idg.com	508-935-4161
Infoworld						
	Admin	Office Coordinator	San Francisco CA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Online Sales	Account Services Specialist	San Francisco CA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Editorial	Editor in Chief	San Francisco CA	Piper Sheer	piper_sheer@IDG.com	508-935-4791
Manufacturing Insights						
	Sales	Sales Rep	Framingham MA	Leah Barton	lbarton@idc.com	508-935-4336
Network World						
	Events	Event Marketing Administrator	Southborough MA	E. Cormier	ecormier@nww.com	
	Marketing	Sr. Director, Product Marketing	Southborough MA	E. Cormier	ecormier@nww.com	
	Sales	Account Manager	Paramus, NJ	E. Cormier	ecormier@nww.com	
PC World						
	Editorial	Associate Editor	San Francisco CA	http://careers.idg.com		
PC World/Macworld						
	Advertising Operations	Ad Ops Coordinator	San Francisco CA	http://careers.idg.com		
	Research	Director of Research	San Francisco CA	http://careers.idg.com		
	Technology	Sr. Applications Developer	San Francisco CA	http://careers.idg.com		
WEC						
	Sales	Sales Manager	Framingham MA	Sara Scogland	sara_scogland_idg.com	508-935-4161

Go to http://careers.idg.com to view all current job opportunities at IDG

CIO's Lundberg makes the case for Facebook

CIO Editor-in-chief **Abbie Lundberg** explained why CIOs should join the CIO Forum on Facebook in her Jan. 4 CIO.com column titled "Confessions of a Facebook Addict" (http://advice.cio.com/abbie_lundberg/confessions_of_a_facebook_addict), excerpted below.

"...After being on Facebook a while, I started joining various groups. Some of them center around my interests in business technology; some on journalism and media. Groups provide me with another way to access useful information and extend my network. But to date there's been no easy way to find and connect with some of the people I'm most interested in, CIOs. So my colleagues and I have created a new group, the CIO Foru....If you're an IT executive, we'd love to have you join...We'll share our favorite articles in the CIO Forum, along with interesting video, photos and links. We'll start discussions and create an environment that reflects your interests, so let us know what you'd like to see there...Personally, I'm completely convinced that social networking is important for business, both to connect externally with your professional networks and as an internal collaboration tool."

CIO

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Lindquist says that the Facebook group has been a fantastic experiment in finding a new way for editorial to interact with the online audience. "We knew Facebook was home to some number of IT professionals, but we didn't know anything about them. By creating the group, we were able to make an instant connection with hundreds of these folks and to try and identify what kinds interaction they'd want from us." Lindquist notes that it also was a good chance to start small in order to discover any challenges such a group might present. "We're learning a lot about trying to maintain a private group on Facebook and the resources necessary to approve members, keep content updated and the like." But the rewards have been worth the effort. "Early on, CIO staff had to keep group conversations going by starting new discussions and posting content ourselves," but he says that's beginning to change. "Now that we're over 250 members, we're starting to see people interact spontaneously, without any prodding. I expect that interaction will only increase as we add new members to the group over time."

> *"This is an important initiative because this is where our audience is, and it is a new channel marketers can use to reach them. It is essential for our continued success to experiment with these new mediums."*
>
> *— Michael Friedenberg, president & CEO, CXO Media*

CXO Media President and CEO **Michael Friedenberg**, a strong supporter of the Facebook efforts, having been the one to initiate it, said, "This is an important initiative because this is where our audience is, and it is a new channel marketers can use to reach them. It is essential for our continued success to experiment with these new mediums but to do so we must have an obvious sense of purpose and truly understand the community that is developing."

The CIO Forum serves multiple purposes. "In addition to being a communication tool for the CIO community," said **Bob Melk**, publisher of CIO. "It is a channel to promote our content and events to a wider audience — in January, 331 CIO.com site referrals came directly from Facebook. It is also exciting to be able to work with our IT vendor partners to utilize new mediums to interact with our audience."

Although there may be slight member overlap, the CIO Forum is not a competitor to CXO Media's CIO Executive Council. While the latter does have an online community, it is more of a concierge matchmaking service with dedicated managers who connect Council members' based on identified interests and information needs. "The CIO Forum is about reaching out to our core audience and further," said **Sue Yanovitch**, senior director of marketing. There are aspiring CIOs who may not qualify for the CIO Executive Council, or our events, who will find the CIO Forum relevant."

CIO is experimenting with both LinkedIn and Facebook. "Facebook has the group functionality that is ideal but LinkedIn has the professional audience that is ideal. Right now it is important that CXO Media be experimenting with both platforms for the world of social networking is quickly evolving," said Friedenberg.

"Facebook currently provides a much richer and more human experience," Lundberg said on CIO.com. "The interface and the functionality make it a place I want to spend time for lots of different reasons. LinkedIn is the online equivalent of a formal networking event you might go to to meet the right people, people who will help you either be more effective in your current job or find a new one. Facebook is the equivalent of a dinner party where you spend time with people you really have stuff in common with, whether professional interests or ideas about social trends, movies, books. Both platforms will attract members, and have value, dependent upon what the user is looking for."

CIO sister publication CSO has been active on Facebook for several months with security forums. "As our audience of security professionals moves to embrace online networking, not for social but rather business purposes, it's very important that CSO be there," said **Bob Bragdon**, publisher of CSO. "Our audience trusts the CSO brand name but they also rely heavily on their peers when making decisions. Our affiliation with social networking sites, provides us with yet another channel into their workplace and helps us engage with them throughout their professional day, all under the CSO banner."

Computerworld, Macworld and InfoWorld also have community forums on the site. "You might be surprised by who and how many IDG employees have accounts on Facebook, according to Yanovitch. "Most marketing people have them because it is a community medium they need to be familiar with, as well as anyone focused on new editorial and online initiatives," she said.

For more information contact Sue Yanovitch at syanovitch@cxo.com.

noteworthy people

Promotions

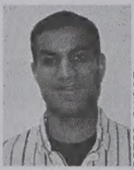
IDC San Mateo Vice President **Sandra Tubbs** has been promoted to group vice president for Sector Vendor and Global Enterprise Advisory Sales. "Sandra oversees the entire West Coast Sector IT Vendor and the IT business that has grown from US$11 million when she took over in 2003 to more than $22 million this past year," said Group Vice President **Jim Farley**. "Sandra has been a most active leader and contributor to many successful programs. Some of the areas she helped address were acquisition policy, sales automation, VAT, consulting best practices, terms and conditions, comp plans, Insights relationships, sales feedback to product creation and search issues, just to name a few. Sandra has truly been a successful sales leader, mentor, and collaborator at IDC." *stubbs@idc.com*

New employees

PETER SHORT

Collins

Previously an industry analyst with InfoTrends, Inc., **Sandra Collins** is now IDC Fram-ing-ham's marketing manager for Industry Insights. She holds a B.A. in stage management from the University of Connecticut/Storrs and enjoys calligraphy and Chinese brush painting. *scollins@idc.com*


PETER SHORT

Rahman

A recent graduate of Boston University with a B.S. in economics and international relations, as well as an M.A. in economics, **Syed Rahman** joins IDC Framingham's Pricing Services Program as an associate research analyst. He will maintain the SmartIndex database and perform SmartIndex benchmarking for desktops, notebooks, servers and workstations. Away from the office he likes to run. *srahman@idc.com*

PETER SHORT

Friedman

Benjamin Friedman has been hired by IDC Framingham's Manufacturing Insights group as a research manager. He was previously a technical solutions architect with RSI ID Technologies where he designed, deployed and provided ongoing support to the firm's client base. He holds a B.A. in history from the University of Massachusetts/Amherst, studied languages at Hebrew University of Jerusalem and was in the London (U.K.) Business School accelerated development program. Away from his desk he enjoys reading, writing, surfing and keeping fit. *bfriedman@manufacturing-insights.com*

Loyola

Senior Editor **Roman Loyola** comes to Macworld from MacLife where he was a reviews editor. A graduate of California State University/Hayward, he holds a B.A. in mass communications. He spends his time way from the office doing chores and "chasing my sons." *rloyola@macworld.com*

IDG WORLD UPDATE

Patterson

Eric Patterson is IDG Entertainment's new vice president of marketing. He was previously vice president and general manager, Consumer Services with BitTorrent, Inc. He earned a B.A. in journalism from Southern Methodist University in Dallas, Texas, and an M.A. in journalism from the University of Kansas. In his free time he enjoys cycling and sailing. *epatterson@idg-entertainment.com*

Customer Service Coordinator **Alexis Bartiromo** comes to Computerworld from designer Advantage where she was an account manager. She holds a B.A. in communications from Fairfield (Conn.) University and enjoys playing volleyball. *alexis_bartiromo@computerworld.com*

Previously a director with Indonesia's D.T. Gistex, **Dai Tran** joins IDC Framingham as a senior analyst. He holds bachelor and master's degrees in engineering from the University of California/Irvine, as well as an M.B.A. from Babson College in Wellesley, Mass. In his free time he enjoys golf, tennis, skiing and spending time with his two young sons. *dtran@idc.com*

Transfers

Ricknäs

Mikael Ricknäs, previously a journalist with Computer Sweden, is focusing on telecommunications in his new role as Stockholm correspondent for the IDG News Service. He will be celebrating his 10th anniversary with IDG in March. Mikael enjoys movies, music, reading and soccer in his spare time.

One on one

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My experience is also unusual in that I've actually been running our online and events businesses for many years now and have a lot of experience managing budgets and revenue. That said, I've got a lot to learn about actually closing deals and managing a sales team, but I've got great guides in Dan and Sandra and Neal Silverman (EVP events) and the rest of our experienced sales team.

Q **Is today's ever more crowded event space negatively affecting your business?**

A I've got to give Neal, **Mike Garity**, our events marketing leader, and **Andrea D'Amato**, who runs event sales, all the credit in the world for analyzing the changing dynamics of the events market and responding with a product — our IT Roadmap series — that has been a major success story. IT Roadmap brings Network World editorial to life for audiences in cities around the country. We have 10 tracks now, covering all the hottest technologies, and we provide a complete package of market overview, customer case histories and vendor solutions on stage. That makes for a very efficient day for IT executives, who don't have to travel and commit to being out of the office for multiple days. Because we're able to get 500 or more people to each of these events, the vendors have also found ITR very efficient and we're getting 70-plus sponsors per city.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

44
Pat McGovern *IDG*

31
Diane Martin *CXO Media*

34
Gunnar Lindberg *IDG Sweden*

21
Mark Sullivan *IDC*
Paul Mercer *Enterprise Services Group*

19
Uschi Istavrinos *IDG Germany*

18
Thomas Wilms *IDG Germany*
Patricia Smith *IDG Int'l Publishing Services*

17
Reinhard Prasse *IDG Germany*

16
ders Lotsson *IDG Sweden*
Michalina Nowakowska *IDG Poland*
Elga Legranzini *Nuov@Periodici Italia*

15
Doni Moore *IT World Canada*
Elana Varon *CXO Media*

14
Lisa Nilsson *IDG Sweden*
Peter Vermeulen *IDC Benelux*

13
Hans Jørgen Christiansen *IDG Denmark*

12
Carlos Chenel *IDG Spain*
Thomas Cloer *IDG Germany*
Kathy LaPorte *Enterprise Services Group*
Enrico Zambetta *Nuov@Periodici Italia*

11
Nicole Comiskey *IDC*
Nobuo Iehara *IDG Japan*
Sascha Alexander *IDG Germany*
Thorsten Eggeling *G Germany*

10
Agnieszka Switkowska-Kreczmar *IDG Poland*
Antoni Bielewicz *IDG Poland*
Ricardo Sandoval *PC World*
Ellen Friedman *CXO Media*

9
David Tapper *IDC*

8
Kevin Capalbo *IDC*
Michael Pedrotti *IDC*
Jesper Landén *IDG Sweden*
Lina Vikman *IDG Sweden*
Maarten van Hage *IDG Netherlands*
Patrick Val *IDG Netherlands*
Ed Albro *PC World*
Paul Shinhira *PC World*
Shaw Lively *CXO Media*
Sarah Scalet *CXO Media*
Mary Wooldridge *CXO Media*

7
Jiro Arai *IDG Japan*
Bianca Bruhn *IDC U.K.*
Sabine Anegg *IDG Germany*

6
Tommy Cheung *IT World Canada*

5
Marc Laporte *IDC France*

4
Coby Smith *IDC*
Anna Ekström *IDG Sweden*
Søren Queitsch *IDG Denmark*
Lychee Lo *IDC Hong Kong*
Mylene Buensuceso *IDC Philippines*

3
Robert Tons *IDC*
Daisuke Sasaki *IDG Japan*
Leigh Worthing *IDC U.K.*
Katja Staffetius *IDG Germany*
Edite Lopes da Silveira *IDC Brazil*

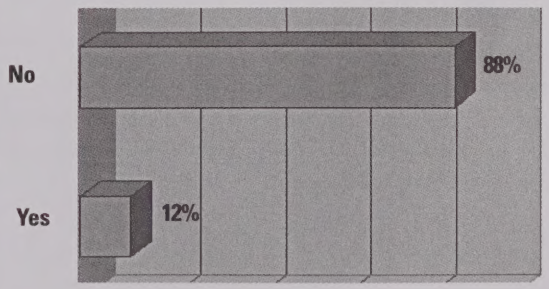
2
Karen Bagley *IDC*
Hanna Meerveld *IDG Sweden*
Stefan Bijnen *IDG Netherlands*
Jeroen Jonker Roelants *IDG Netherlands*
Diana Gill *IDC U.K.*
Steven Schwankert *IDG News Service*
Sebastian Woerle *IDG Germany*
Stefan Roerig *IDG Germany*
Peter Holzinger *IDG Germany*
Haruko Fujiu *IDC Japan*
Masayo Utsunomiya *IDC Japan*
Kim Andersen Stensdal *IDG Denmark*
Luciano Sforza *IDC Argentina*
Bill Rojas *IDC Hong Kong*
Zulkifli Yusof *IDC Malaysia*
Letchmy Ganapathy *IDC Singapore*
Valerie Sumner *CXO Media*
Lawrence Coffin *CXO Media*
Dave Gradijan *Online Publishing Group*

1
Holger Stary *IDG Germany*
Stephen Conway *IDC*
Ola Lindberg *IDG Sweden*
Pascale Romein *IDG Netherlands*
Stefan Borsje *IDG Netherlands*
Ton Wallast *IDG Netherlands*
Alain Beaulieu *IT World Canada*
Paolo DeNibletto *IT World Canada*
Suzanne Drapeau *IT World Canada*
Jean-Francois Ferland *IT World Canada*
Pinelopi Gianniotis *IT World Canada*
Julie Hogers Bentley *IT World Canada*
John Latino *IT World Canada*
Kelvin Leung *IT World Canada*
Patrice-Guy Martin *IT World Canada*
Brad McBride *IT World Canada*
Marc Meloche *IT World Canada*
Weng Ng *IT World Canada*
Shane Schick *IT World Canada*
Briony Smith *IT World Canada*
Howard Solomon *IT World Canada*
Joseph Tersigni *IT World Canada*
David Webb *IT World Canada*
Eiko Funumoto *IDC Japan*
Andrea Vietri *IDG Brazil*
Elaine Soares *IDG Brazil*
Miriam Kossmann *IDC Chile*
Jorge Meruvia *IDC Brazil*
Maurizio Dell'Abate *Nuov@Periodici Italia*
Jacky Huang *IDC China*
Kam Kasturie *IDC Malaysia*
Harsha Sundararaman *IDC Singapore*
Priya Varma *IDC India*
Pam Stenson *CXO Media*
Anne Taylor *CXO Media*
Terri Sanford-Cook *Online Publishing Group*

Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Question of the Week for Feb. 18

Do you think consumers will benefit if Microsoft acquires Yahoo?



Log on to www.idgcentral.com to vote on this week's question:
Should there be a law restricting cell phone use while driving?

Go to IDG Central for presentations

Last month's European Online Meeting aimed to give participants the information, tools and contacts needed to build better Web platforms and lead generation businesses at their business units.

Any employee can download the presentations, which are on IDG Central under the Global Meetings link. If you don'tt have an IDG Central password, request one at http://www.idgcentral.com.

off line for fun

Congratulations to all our enthusiastic caption contributors. Winner **David Reinsel** wil have his choice of an official "Off Line" t-shirt or a copy of Rich Tennant's most recent book of cartoons, *Downloaded*. The honorable mention winners below will receive IDG sport safes.

The 5th Wave By Rich Tennant

It was obvious that Bob had misinterpreted the company's latest "green" directive: "Make Our Products Cooler."
David Reinsel *IDC*

Honorable mentions

"Joe, I applaud your initiative, but let me say once again…there is no market for server cozies."
Amy Bennett *IT world.com*

"I know I said I thought the office could use some new window dressing, but I wasn't talking about our Windows servers."
Jerry Weltsch *IDC*

Ralph began to wonder if his decision to upgrade the servers to version 7.4.3.1b (with all the bells and whistles) was really worth it.
Sean Ryan *IDC*

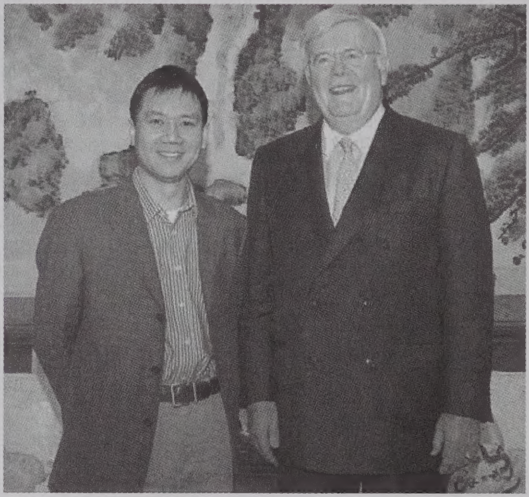
"So, you really bought into the idea of Battlestar Galactica-themed slip covers for our servers, eh?"
Carrie MacGillivray *IDC*

"Do you really think our mangement team likes your 'pimp my data center' action?"
Martin Seiler *IDG Germany*

Rich Tennant's original caption:

"I didn't know they made skins for mainframes."

celebrating 10!



*CEOCIO China's **Jiang Yizhong** was the guest of IDG Chairman **Pat McGovern** at a dinner honoring his 10 years of service to the company.*

Name
Jiang Yizhong

Home
Beijing

Current title
Assistant to the Publisher and Director of Marketing.

What's kept you at IDG for 10 years?
Our team has a cohesive force.

Best part of your job
Experiencing the rapid development of the industry by working at its forefront.

Best piece of advice you've ever received
Health is the basis of everything.

Interests outside the office
Photography and PC games.

Family
My wife Wang Jinhong and my seven-year-old daughter Jiang Lanchen (Becka).

What you'd grab if your house were on fire?
My laptop computer.

Manager's profile
"Since joining CCW Group in 1997, Jiang Yizhong has been in charge of marketing and circulation and demonstrated a strong ability to create and execute. CIO Evaluation and CIO Forum, which were both promoted by him, have become branded events of *CEOCIO China*, creating a profit of over six million yuan, which plays an important role in the accumulation of magazine resources and the building of the magazine's brand."

— Liu Xiangming, publisher, CEOCIO China

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Bronwen Cleary *IDC*
Nicolas Demeure *Best of Publishing*
Dominik Grau *PC Welt*
Karen Ren *IDG China*

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 Web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG also publishes more than 300 magazines and newspapers in 85 countries. IDG's media brands include CIO, CSO, Computerworld, GamePro, InfoWorld, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, Entertainment for All Expo (E for All), Storage Networking World and IDC Dire[illegible]tions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events. More details at http://www.idg.com.

IDG **World**Update

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WWW.IDGCENTRAL.COM

InfoWorld SaveXP petition attracts huge support

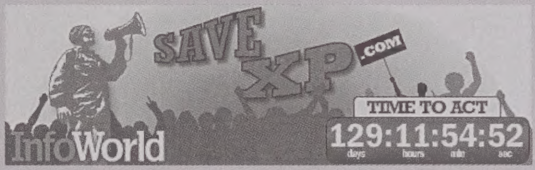
More than 90,000 sign to date; story widely covered in mainstream press, blogs

"I'm comfortable with the idea of using the bully pulpit when there are major issues at stake as the ultimate form of reader service."
— Galen Gruman, executive editor

InfoWorld's Save XP petition appears to have hit a nerve — close to 100,000 nerves in fact, and the number continues to grow. Launched last month, the online petition, which seeks to persuade Microsoft to keep the Windows XP operating system available indefinitely, garnered 90,706 unduplicated signators by Feb. 28, with nearly half a million page views and approximately 4,000 user comments.

"We are shocked by the response," noted **Galen Gruman**, InfoWorld executive editor. "We certainly expected a healthy response, but we are soon to hit 100,000 petitioners from around the world. And dozens of sites added our Save XP countdown widget to their home pages, and hundreds of bloggers have linked to us. Plus we've gotten coverage in Business Week, The Wall Street Journal, The New York Times, the San Francisco Chronicle, Federal Radio Network, American Public Media and others. This just shows how deeply this issue resonates with the masses, not just our technology audience," Gruman said.

Countdown widget available to all business units



This Flash-based countdown clock, created by **John Anane-Sefah** of InfoWorld's online production department, shows how many days, hours, minutes and seconds remain until Microsoft is scheduled to pull the plug on Windows XP. Executive Editor **Galen Gruman** said he is happy to share the HTML code with any business unit that would like to run the clock on its site.

The idea for the petition surfaced during an editorial planning meeting last month. Gruman noted that he had for months been hearing grumbling from CTOs and IT managers unhappy about Microsoft's plan to wean users off the Windows platform and onto its new Vista operating system. The company had originally planned to halt general sales of Win-

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Program helps employees hone management, leadership skills

Nineteen managers attend annual Management Excellence Program

Among the new sessions offered at this year's eighth annual Management Excellence Program (MEP) was a panel featuring three program alumni who helped bring alive for participants the value of skills and knowledge gained during the three-day program. Organized by IDG's Training and Development group and hosted this year by **Alana Dros**, director, IDG HR Services Division, and **Patty Chisholm**, VP Human Resources at CXO Media, the Management Excellence Program focuses on core management and leadership development skills as well as an examination of the unique challenges that face IDG's emerging leaders.

The 19 participants in this year's program, who represented 11 business units and three countries, heard from both external management development professionals and internal IDG leaders. The agenda included topics such as Facilitative Leadership, Building and Developing a Team (**Bob Melk**, publisher, CXO Media); Hiring and Performance Management (**Elizabeth Heichler,** editor-in-chief, IDG News Service); and Situational Leadership (**Laurie Butson**, director, IDG Training and Development).

New to this year's program, which was held Jan. 29-31 at the Babson Executive Conference Center in Wellesley, Mass., was an extremely well-received session on Management and Legal Risk, presented by Dros and attorney David Wilson, which explored the legal risks that managers face in their day-to-day decisions and how to steer clear of trouble. The session was followed by a case study in which participants examined a thorny employee relations

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Inside this issue

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Giveaway program nets extra impressions for PCWelt.de *page 2*

One on one: Mike Kisseberth, president and CEO of PC World and Mac Publishing *page 3*

Belgian publisher customizes IDG Media Kit *page 5*

Celebrating 10: China Computerworld's Tu Yue *page 8*

newsworthy in brief

IDGNS launches weekly video feature to highlight global IT news

The five-minute update is hosted by Online Video Producer ***Nick Barber*** *and will be posted each Thursday evening for worldwide availability each Friday morning.*

The IDG News Service (IDGNS) recently premiered a new weekly video feature, World Tech Update, a five-minute recap of the week's technology news. The first show was picked up by PC World, Network World, InfoWorld, PC World Australia, Computerworld Australia and PC World Norway. It is available for use by any IDG or IDG-partner publication.

The show is produced by IDGNS Online Video Producer **Nick Barber** in Boston and Tokyo Bureau Chief **Martyn Williams** and uses content from IDG's global correspondents. IDG online publications that are creating news video content locally are encouraged to share editable clips from the week for inclusion in the roundup to make the feature as international as possible.

"We're trying to keep the show short, fast-paced and global with stories that will appeal to a wide audience," Barber said.

Barber hosts the show from the News Service's Boston office and aims to make it available by midnight GMT on Thursday so that publications worldwide can post it by Friday morning as a regular feature that Web site visitors will come to expect. It can be downloaded in either editable MPEG2 format or as a Flash file. Although the show is produced in English, Barber will include a script with each show to allow interested business units to create subtitles for the video.

Editors can be notified of all video posts by signing up for the IDGNS video alert system under the "Alerts & RSS" tab on the IDGNS home page.

Contact Barber or Williams with questions or to discuss content submissions (nick_barber@idg.com or martyn_williams@idg.com). WU

Get World Update in PDF form

IDG employees can receive IDG World Update as a PDF file via e-mail. To request this service, write to world_update@idg.com. Current and archived PDFs are also available for download in the World Update section of IDG Central (http://www.idgcentral.com).

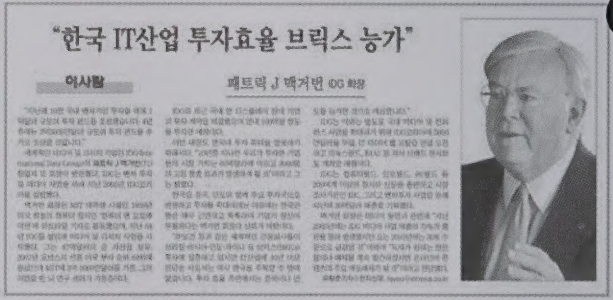
Giveaway program nets extra impressions for PCWelt.de

Last year PCWelt.de introduced a daily software and game giveaway, a service that increased traffic approximately 10% and boosted page impressions, as well. The giveaway now tallies 30,000 to 50,000 impressions per day.

Editor-in-chief **Andreas Perband** noted that if any other IDG business units want to explore this offering, PC Welt's partner has a multilanguage site that has product information in English, Spanish, Italian, German, Dutch, Portuguese, French, Russian and Chinese. (For details go to http://www.giveawayoftheday.com.) Giveaway of the Day works with software developers to acquire the full version of software and games and syndicates the content for free for a 24-hour period, or more if the developer agrees. PC Welt has installed the Giveaway Feed Service, which provides information of the giveaway of the day software or game in an XML-formatted feed that enables visitors to see details about the giveaway titles and download current giveaways directly from the PC Welt site.

Write to aperband@pcwelt.de.

Korean press covers McGovern's visit

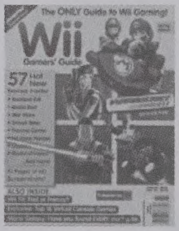


"한국 IT산업 투자효율 브릭스 능가"

이사람

패트릭 J 맥거번 IDG 회장

The press coverage of IDG Chairman ***Pat McGovern****'s visit to Korea in late February included this item from ET News. In it, McGovern noted he plans to increase the $100 million investment he made in IDG Ventures Korea in 2007 to $350 million in the next four years. Almost a dozen media outlets covered McGovern's visit.*



Wii Games' Guide hits the newsstands

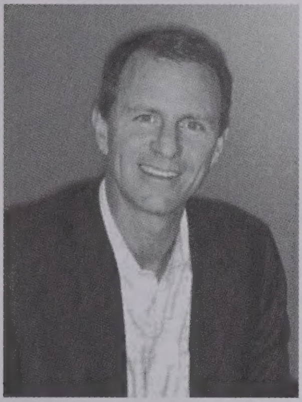
Bolstered by strong sales of the inaugural Wii Gamers' Guide last November, IDG Entertainment has produced another edition. The 96-page issue, billed as a special issue of GamePro will be sold in major retail outlets in the U.S. through late May. *Write to george_jones@idg-entertainment.com.*

Fast fact

For the full year 2007, the U.S. digital camera market grew by 23% to 37.7 million units. Canon held onto the lead in market share for the third consecutive year with 23%, while Sony had an 18% share, and Kodak had 16%. *Source: IDC*

one on one the interview

Mike Kisseberth
The president and CEO of PC World Communications and Mac Publishing is this week's columnist. Write him at mike_kisseberth@pcworld.com.



"Our core challenges are connected to evolving the organization and strategy to manage the decline of print profitably while unlocking the tremendous growth potential of online."

Q Now that you've been with IDG for five months, what's your impression of the company as a whole?

A What a great company. Three things stand out in my mind as being truly special. First, the decentralized model the company was built on and the creativity that it unleashes. Second, the tenure of the people who work here is fantastic. Third, the cross-pollination of great thinking that comes from its people around the world. Those three things combine to deliver a truly unique platform for continuous learning and growth. No other company I have worked for has come close to providing this dynamic.

Q What areas do you think are ripe for growth at PC World and Mac Publishing?

A For now, the primary source of our growth will be online. Our highest yielding pages are aligned with product content, so increasing the quality and quantity of that content will be our main area of focus. At the core of our strategy will be the development of an evolved product capsule containing reviews, news and how-tos about a product. That content will continue to come from our own people, but we are putting an even greater emphasis on design that will elicit quality contributions from our users and vendors. Once that design is in place our content, stored as well-organized data, can be easily syndicated across PC World and Macworld as well as other sites or channels that we either build, partner with or buy. Improving our connection to our users and vendors has the potential to spawn a variety of additional areas for growth. It also has the potential to improve our print properties.

Q What are the biggest challenges the two business units face?

A Our core challenges are connected to evolving the organization and strategy to manage the decline of print profitably while unlocking the tremendous growth potential of online. The organization has and will continue to execute extremely well on both fronts.

Q How is PC World faring vis-a-vis longtime competitor PC Magazine?

A In print, we surpassed them in annual ad pages sold for the first time in history (2007), our market share improves monthly, we are soundly beating them on the newsstand, and they have decreased their frequency from 22 to 12 issues a year. For 2007, they sold more ad impressions, but we overtook them in a pretty commanding way in November and December of this fiscal year. They have been stronger than us with their network of sites, but we are in the process of resolving that, plus some. That said, PC Mag is really not our day-to-day focus. Google, the portals, CNET and the ad networks deliver the kind of scale that our advertising base needs. Our goal is to gain more competitive scale without sacrificing the quality needed to yield the high CPMs we currently get.

Q What's on PCW's readers' minds these days, and how are you addressing it?

A Truth be told, we don't have enough data to authoritatively answer that question. This is one of the reasons we are in the process of hiring a head of research.

Q Can you give us an update about the success of the PC World Business Center?

A The Business Center [a content channel launched late last year on PCWorld.com to meet the needs of tech decision makers in small and medium-size businesses] has turned out to be a very smart move for us. Every impression we create is selling at a high CPM. We are on plan against our growth goals and are looking into additional avenues to increase our reach to SMB buyers.

Q What non-IDG sites do you think do an especially good job cultivating communities?

A Of course MySpace and Facebook are at the top of the list in terms of sheer audience. I really like the way TV.com and Gamespot.com have used rich user profiles to reward and focus the contributions of their communities. As the quality of users' submissions grow, so do their rank and celebrity in the community. This is a very powerful framework; it produces high-quality content from the community that won't turn off a marketer.

Q Are there significant differences between the online habits/priorities of consumer properties such as PC World and Macworld and those of IDG's B2B properties?

A To address the obvious, they are similar because they have to obsessively serve the needs of their audience. They are different because their audiences' information wants and needs are different. Both should be using all the media formats — print,

continued on page 7

MEP

continued from page 1

situation involving issues related to performance assessment, pregnancy and age discrimination.

Another new session — the MEP Alumni Management Panel — featured three previous participants — **John Amato** from Computerworld, **George Jones** from IDG Entertainment and **David Reinsel** from IDC — who discussed real-life management challenges they have faced and how what they had learned at MEP had helped them navigate these challenges.

The program's final day featured a luncheon attended by various IDG leaders. Several of these executives — CXO Media CEO **Michael Friedenberg**, Computerworld CEO **Matt Sweeney**, IDC CEO **Kirk Campbell** and IDG Communications VP Human Resources **Piper Sheer** took part in a Leadership Panel Discussion following the luncheon. The session featured a wide-ranging Q&A period during which attendees were invited to ask panelists whatever was on their minds.

The Management Excellence Program was launched in 2000. It focuses on general skill building in the areas of management and leadership. Other corporate training programs include the Global Management Institute, a five-day program for IDG's senior leaders, and the three-day Media Management Institute. Both of these programs focus on IDG's core areas of business.

For more information, contact Alana Dros at alana_dros@idg.com. WU

*Front row (l-r): **Angele Boyd**, GVP/GM, imaging/printing solutions & SMB, IDC; **Vince De Castro**, IT director, IT World Canada; **Amy Greenleaf**, Sr. projects operations manager, custom solutions, CXO Media. Middle row: **Nancy Weil**, managing editor, IDG News Service; **Sean Greathouse**, senior director, IT & Web operations, PC World/Macworld; **Maud Sarde**, manager of education, IDG Denmark; **Michelle Torrey**, national sales director, IDG Entertainment; **Elizabeth Cutler**, VP, conferences, IDC; **Alexa Wriggins**, director of online marketing, PC World/Macworld. Back row: **Steve Drake**, program director, IDC; **Sean McCracken**, manager of application technology, IDG TSG; **Kevin Ford**, corporate systems development manager, IDG Technology Services Group; **Ken Fuller**, assistant credit manager, IDG Corporate Services Group; **Matt Goebel**, managing producer, CXO Media; **Sean Nakamura**, director of Web analytics and audience development, Computerworld, Infoworld & CXO Media; **Jan Horsager**, business editor, IDG Denmark; **Melissa Messier**, VP, marketing, IDG World Expo; **Mary Conroy**, director, event marketing, CXO Media; **Gary Nagle**, director, major accounts sales, IDC.*

Coming up

Premier 100
March 9-11
A Computerworld event
Rosen Shingle Creek Resort
Orlando, Fla.
http://www.premier100.com

Industry Insights San Jose
March 10
An IDC event
San Jose Convention Center
San Jose, Calif.
http://www.idc.com

IDC Directions 2008
March 11
San Jose Convention Center
San Jose, Calif.
http://www.idc.com

CSO Perspectives Conference
March 16-18
Intercontinental Buckhead
Atlanta
http://www.cio.com/executive-programs

CIO Summit in the Middle East
March 16-17
Grand Hyatt
Dubai
http://www.idc-cema.com

IDC Directions 2008
March 19
Hynes Convention Center
Boston
http://www.idc.com

Open Source Business Conference
March 25-26
An InfoWorld event
San Francisco
http://www.infoworld.com/event/osbc

SaaScon
March 25-26
A Computerworld event
Santa Clara Convention Center
Santa Clara, Calif.
http://www.saascon.com

IDC Sales and Marketing Effectiveness Summit
April 3
New York Marriott Financial Center
New York City
http://www.idc.com

Storage Networking World
A Computerworld event
April 7-10
Rosen Shingle Creek Resort
Orlando, Fla.
http://www.snwusa.com

See the events section on IDG Central.

ComputerWorld Canada launches its own SaveXP petition

Taking a page (and the idea for the Countdown to June 30 widget) from InfoWorld's Save XP campaign, Computerworld Canada has launched its own petition at SaveXP.ca.

The petition went live on Feb. 12 and garnered hundreds of signatures in its first week. IT World Canada President & COO **Andy White** said they are linking to the petition from articles and promoting it with local bloggers. He said he expects a press release issued last week will result in additional publicity for the effort in the mainstream business press.

Announcing the petition, ComputerWorld Canada Editor **Shane Schick** wrote, "Like our colleagues at InfoWorld, which started the initial SaveXP.com petition, we know a lot of companies out there would prefer to maintain their investment in Windows. We just don't know exactly how many. SaveXP.ca is a way to respond to their need for a collective voice – which, of course, is the whole point of ComputerWorld Canada as a magazine and as an online presence."

Schick said ComputerWorld Canada and InfoWorld plan to jointly present the results of their petition efforts to Microsoft and report back on the company's response.

For more information, contact Shane Schick at sschick@itworldcanada.com.

SaveXP

continued from page 1

dows XP on Dec. 31, 2007, but relented in the face of customer opposition and set a new deadline of June 30, 2008. Other InfoWorld editors said they had sensed the same reaction from IT managers reluctant to migrate to the much criticized new OS.

"So, how do we cover this?" asked Editor-in-chief **Eric Knorr**. Without thinking, Gruman blurted out, "Let's use a petition to save XP." Knorr liked the idea. Noting that it was a bolder step than the usual balanced coverage approach of the publication, Knorr nevertheless said he felt beyond the obvious reader traffic potential that it also fit squarely within InfoWorld's "often edgy and iconoclastic" approach to reader service.

The jury is still out on whether the petition will cause Microsoft to rethink its decision to halt sales of Windows XP.

"Our bloggers and reviewers had already picked up some of the Vista issues so we were covering them in the standard article approach, but we had not until then conceived of this as a bigger campaign," Gruman said.

The jury is still out on whether the petition will cause Microsoft to rethink its decision to halt sales of Windows XP. Gruman said they plan to keep the petition online until June 30 or "until Microsoft extends XP's general availability to a more reasonable timeframe." He said they intend to share the petition with Microsoft along with an offer to explain "what we're hearing from their customers in a way that perhaps they have not heard through their filters."

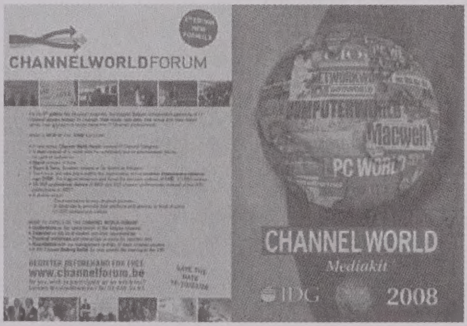
InfoWorld has never shied away from its commitment to reader advocacy, Gruman said, recalling a series of house ads it ran in the 1980s revealing how much money it had lost from advertisers who pulled ads due to unfavorable reviews. "I'm comfortable with the idea of using the bully pulpit when there are major issues at stake as the ultimate form of reader service. I don't believe in doing so lightly or gratuitously, but I'm happy to do so in a way that gets attention when it seems to be the right thing to do," Gruman said.

For more information contact Galen Gruman at galen_gruman@infoworld.com.

Belgian publisher customizes IDG media kit

IDG's licensee in Belgium, Best Of Publishing, recently created customized marketing material for its channel products that incorporates graphic elements and some text from the 2008 IDG Media Kit.

Best Of Publishing Graphic Designer **Olivier Gatot** adapted some of the media kit's digital files, which were created in Quark, to create a four-panel, roughly 8 ½" by 11" brochure. It includes related graphics and detailed information about Channel World magazine, its weekly e-newsletter, www.channelworld.be, the only channel-focused site for Belgian IT professionals; the annual Channel Awards presentation and the Channel Forum event to be held March 19-20. Prominent on the cover is a map-like globe with various IDG brands superimposed on the orb, the same image used throughout the IDG Media Kit. Gatot also created matching business cards.



One of the benefits of the new media kit is that it clearly demonstrates the company's ties to IDG, said Best of Publishing Sales Director ***Nicolas Demeure****.*

The content also included an introduction to Best Of Publishing, a case study of how Fujitsu-Siemens Computers has worked with the company, and an overview of IDG's global presence.

"The result was a complete channel-related kit we can hand over to our partners and advertisers that also clearly demonstrates our ties to IDG," said Sales Director **Nicolas Demeure**, who serves as IDG's primary business contact. The company also asked IDG Corporate Communications to send them an additional 100 IDG Media Kits to support their sales efforts.

Guests at the company's sixth Channel Awards, held Jan. 30 in Brussels (see IDG World Update, Feb. 25, 2008), received copies of the customized kit, just one of the ways it has been distributed in recent months.

Any business unit interested in using graphics and content from the 2008 IDG Media Kit should contact IDG Director of Corporate Communications ***Susanna Hinds*** *(susanna_hinds@idg.com) or IDG Communications Marketing Communications Specialist* ***Teresina Cardamone*** *(teresina_cardamone@idg.com). Digital files will also be available later this year following the production of the 2009 kit.*

noteworthy people

Promotions

José Rodriguez, group vice president of IDC Framingham's Custom Solutions group and an 11-year IDC veteran, has been promoted to group vice president, Consulting Sales, Industry Major Accounts. "Over the last several years Jose has taken on more and more responsibility and has gone from an individual contributor to an individual contributor/sales manager," said **Michael Deutsch**, group vice president and general manager of the Industry Accounts group. "He clearly understands the capabilities of IDC consulting and is an excellent spokesperson for this part of the IDC business. Jose consistently wins praise from clients and has been cited in several customer interviews as an excellent example of effective senior sales involvement in responding to complex customer needs." *jrodriguez@idc.com*

New employees

Lam

IDC Hong Kong has hired **Sheila Lam** as a senior market analyst, Software. She has more than eight years of experience in the IT industry as a journalist, analyzing enterprise technology markets at such publications as Computerworld Hong Kong and MIS Asia. She holds a B.A. in journalism from Indiana University in Bloomington, Ind. Her favorite pastimes include scuba diving, movies and yoga. *slam@idc.com*

Market Research Analyst **Tram Hoang Pham** comes to IDC Vietnam in Ho Chi Minh City from her role as market researcher at Indochina Research, a consumer demand-side research firm where she handled large accounts such as Unilever. In her free time, she enjoys traveling, shopping, music, watching sports, movies and reading. *htpham@idc.com*

Tan

Tan Lay-Fang is IDC Singapore's new Asia/Pacific marketing manager. Prior to joining IDC, she was marketing and public relations manager for Hansgrohe Pte. Ltd., Singapore, a German manufacturer of bathroom fittings and accessories for which she was responsible for all marketing and public relation activities in the region. Outside work, she enjoys playing tennis, reading and spending time with her five-month old son. *lftan@idc.com*

Customer Service Representative **Suzeana Sulaiman** has joined IDC Malaysia. Prior to joining IDC, she provided support to Dell clients from the firm's Asia Pacific headquarters in Penang, Malaysia. She holds a diploma in accounting and business administration and enjoys reading, travel, jogging and spending time with her four-month-old son. *ssulaiman@idc.com*

Hennessey

Michael Hennessey joins IDC Australia as business manager, Federal Government, based in Canberra. He was previously sales and engagement manager with Clear Lead, an IT consulting firm. Before coming to Clear Lead, he held a number of business development and sales roles at companies such as Computer Associates and IBM. He holds a B.A. in business from the University of Western Sydney. Away from his desk he enjoys music, golf, gardening and anticipating the birth of his second child in August. *mchennessey@idc.com*

Research Director **Meera Singh** comes to IDC New York her role as an analyst with Ovum's mobile strategy team. She also has 15 years experience at Gartner where she worked in consulting, research and product management as a senior director. She holds a B.A. in economics from Barnard College in New York and enjoys traveling and spending time with her daughters. *msingh@idc.com*

Narayan

IDC Singapore has hired **Suchitra Narayan** as research manager, Peripherals. She was previously with eBay where she was a category manager for Singapore, Malaysia, Philippines and Hong Kong and was instrumental in growing their domestic Web sites and driving volume sales. She holds an M.B.A. from the Australian Graduate School of Management in Sydney, as well as a B.E. in electrical and computer engineering. *snarayan@idc.com*

Wan

After three years in marketing and exhibition at a toy manufacturing company, **Samantha Wan** joins IDC Hong Kong as marketing and events executive. She holds a B.A. in business administration from Hong Kong Baptist University. She enjoys hiking and recently started rock climbing. *swan@idc.com*

IDC Malaysia in Kuala Lumpur has hired **Eu Chin Hoi** as assistant administrator. She earned a diploma in business administration from Malaysia's Kojadi Institute. *cheu@idc.com*

Inquiry Analyst **Chrystal Chew** comes to IDC Malaysia's Access group from her role as a banking relationship manager. She holds an M.B.A. from Robert Gordon University in Aberdeen, Scotland, as well as a B.A. in marketing. Lately her free time has been taken up with her miniature schnauzer's three puppies. *cschew@idc.com*

Ang Poon Wei joins IDC Singapore as a market analyst with the Asia/Pacific Software division. He was previously a systems analyst with Dell Malaysia. He holds a degree in computing and information systems from Kolej Damansara Utama in Penang, Malaysia, in association with the University of Lincoln (U.K.). Away from the office he enjoys online gaming and hang out with this friends. *pwang@idc.com*

Returning employees

Peterson

Formerly a research manager with IDC Framingham, **William Peterson** returns as a consulting director with the Software Research group. He was previously a director with Page One Public Relations. He studied business administration at Bentley College in Waltham, Mass., and at Boston's Suffolk University. In his free time he enjoys martial arts, stone carving and painting. *wpeterson@idc.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service [illegible]nniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

21

Eleni Brisbois *Network World*

19

Fatima Ruiz *IDG Spain*
Martin Fältström *IDG Sweden*

16

Elizabeth McPherson *IDC*

15

Marie Söderqvist *IDG Sweden*
Eva Pechova *IDG Czech*

14

Gisela Wilson *IDC*

12

Camilla Lindvall *IDG Sweden*

11

Alan Trang *IDC Hong Kong*

10

[illegible]g-Roar Martinsen *IDG Norway*
Mikael Ricknäs *IDG News Service*
Melanie Posey *IDC*
Wayne Hetherington *IDC*

9

Eleanor Storch *IDC*
David Tapper *IDC*
Paul Mouradian *IDC*

8

Timothy Grieser *IDC*

7

Zachary Sullivan *Network World*
Andrea Patterson *IDG List Services*
Bushra Khalid *IDG*
Ki-Seok Ha *IDC Korea*
Koen Zijm *IDG Netherlands*
William Stofega *IDC*
Kristina Martinu *IDG Czech*
Ales Mjejnsky *IDG Czech*

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Jaroslav Dammer *IDG Czech*

5

John Kim *IDC Korea*

4

Masamichi Karasawa *IDC Japan*
Siw-Anne Eriksen *IDG Norway*
Noopur Goel *IDC Singapore*
Eiko Iomori *IDG Japan*
Paul Hands *IDC*
Mary Dean *IDC*

3

Alan Tsao *IDC Taiwan*
Phuong Dang *IDC Vietnam*
Paola Soriano *IDC Peru*
Rachel Hunt *IDC U.K.*

2

Frank Wang *IDC China*
Cheryl Ganesan-Lim *IDC Singapore*
Puneeta Verma *IDC Center for Consultancy & Research*
Luiza Leão *IDC Brazil*
Mark Nederpelt *IDG Netherlands*
Pontus Jeppsson *IDG Sweden*
Natalie O'Reilly *IDC*

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Eiko Furumoto *IDC Japan*
Tim Mankiewicz *IDC Canada*
Sheng Pei *IDC China*
Fabian Cardoz *IDC Center for Consultancy & Research*
Ivanna Laura Vaisman Rovella *IDC Argentina*
Peter Moon *IDG Brazil*
Nicolina Angelou *IDC U.K.*
Andrew Shepherd *IDC U.K.*
Anneli Jansson *IDG Sweden*
Aimee Bartlett *IDC*
Melissa Henderson *IDC*
Carrie MacGillivray *IDC*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

One on one

continued from page 3

video, audio and most of all interactivity — but always through the filter of what is right for the target audience and what they are trying to accomplish. White papers and long format webcasts with serious content will be appealing to an IT decision maker considering something like an ERP solution for a large organization. But a different content approach is needed to engage a consumer considering a digital camera purchase.

Q Do you envision events ever factoring significantly into your revenue mix?

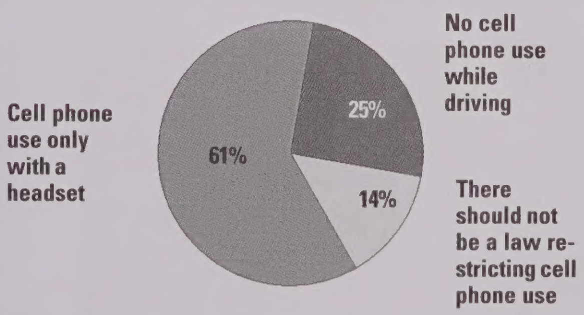
A Developing a closer connection to the core of our audience, especially those willing to contribute quality content, could spawn event opportunities. That is down the road and is likely to happen organically. Currently, we do the annual MacMania Cruise, which is a great example of the possibilities.

Q Are you a Mac or PC user...and are you tempted to switch?

A I am a lifelong PC user and am really struggling with Vista, so I would say I am more open to Macs than ever before. But I will likely stay with what I have. WU

Question of the Week for Feb. 25

What do you think the law should be regarding driving while on a cell phone?



Log on to http:// www.idgcentral.com to vote on this week's question: **Should Microsoft extend the June 30 deadline for ceasing sales of Windows XP?**

More on IDG Central

Have you checked IDG's intranet lately? Go to www.idgcentral.com for the online version of **IDG World Update** and PDFs of past issues, the online **IDG Directory**, top stories from the **IDG News Service**, presentations from **global IDG meetings**, an assortment of **Meet Your Colleague** profiles, **logos and templates** from Corporate Communications, **employee blogs**, publication **Profit Margin Reports** and much more! Request a password at the site.

celebrating 10!

Name
Tu Yue

Home
Beijing

Joined IDG
November 3, 1997

Current title
Art designer, China Computerworld

What's kept you at IDG for 10 years?
Good working environment and good benefits.

Best part of your job
Learning new techniques and dealing with all kinds of colleagues.

Moment at work you will never forget
Working overtime to midnight for a week.

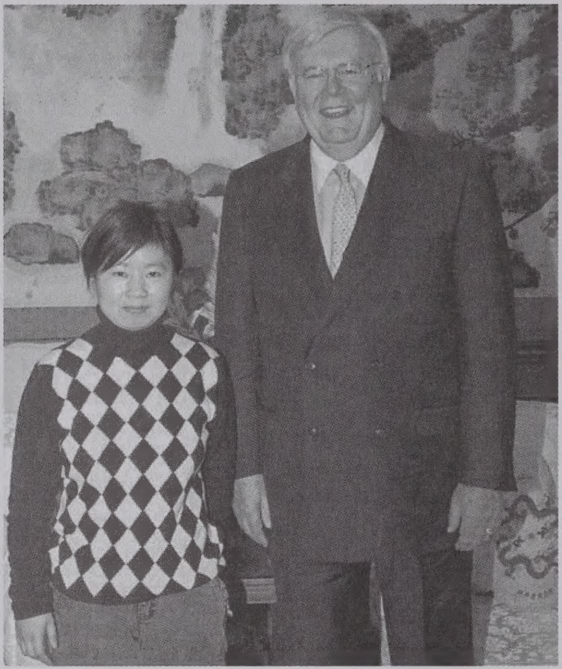
Of what accomplishment at work are you most proud?
Learning new software quickly.

Interests outside the office
Traveling

Family
My husband Gao Yunfeng and my seven-year-old daughter Gao Siyue.

What did you want to become when you were a child?
A cook

Your idea of a perfect day alone?
Drawing and listening to music.



*IDG Chairman **Pat McGovern** hosted **Tu Yue** at a dinner in Beijing to celebrate her decade of service to the company.*

Retirement dreams?
Painting at home.

Manager's profile
"As a senior art editor, Tu Yue is diligent and creative. She is quite experienced in layout design and is an open-mined person. She is humorous and is happy to render help to others."

— Jin Jianzhong, assistant to the president of China Computerworld Publishing and Servicing Group and publisher of China Computerworld

off line for fun

Thanks to everyone who took on the haiku challenge (with a tech frustrations twist) first announced on Feb. 11. The contributors below will receive IDG cell phone mat mates.

Where am I going
Desperate to find the way
Mobile internet
— Henrik Almén, IDG Sweden

Window to the world
Alas, is now lost to me
Wish I had a Mac
— Melanie Posey, IDC New York

Page not found it says.
4-0-4 purgatory.
Where do I go now?
— Miles Orrick, IT World Canada

Freeze only happens
When deadlines looming or past
No respite in screams
— Karen Blackmore, Energy Insights

"Hello, how are you?"
"What? Sorry, you're breaking up"
"Can you hear me now?"
— David Reinsel, IDC

I got your spreadsheet
It pivots like a racecar
But client says no
— Deanne Hart, IDC

Crumbs on the keyboard
The cold, dusty screen lies still
Control-Alt-Delete
— Leigh Mills, IDG Legal

Mouse is motionless
"KKKK" repeating in my doc
The beeping wakes me
— Paul Honens, IDC

Control-Alt-Delete
Scripting error-not a chance
Windows.......friend or foe?
— Benjamin Friedman, Manufacturing Insights

InCopy! Power
For editor! But—oh, dear—
My lines don't match art's
— Nan Formal, Connell Communications Inc.

Haiku challenge

What do you do to re-energize yourself during a mid-afternoon slump? Send your haiku to world_update@idg.com by March 19.

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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Dominik Grau *PC Welt*
D.H. Oh *IDC Ventures Korea*
Karen Ren *IDG China*

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 Web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG also publishes more than 300 magazines and newspapers in 85 countries. IDG's media brands include CIO, CSO, Computerworld, GamePro, InfoWorld, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, Entertainment for All Expo (E for All), Storage Networking World and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events. More details at http://www.idg.com.

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WWW.IDGCENTRAL.COM

New training and development blog on IDG Central

Laurie Butson and **Erin Brennan** of IDG's Training and Development Group have launched a new blog that will provide training updates, share learnings, and help people make connections. Check it out at http://www.idgcentral.com.

Inside this issue

CIO U.K., CIO U.K. host IT Energy Efficiency Summit *page 2*
One on one: IDG Chairman Pat McGovern *page 3*
CSO events build momentum for more success *page 4*
Celebrating 10: China Computerworld's Cheng Yongzhi *page 8*

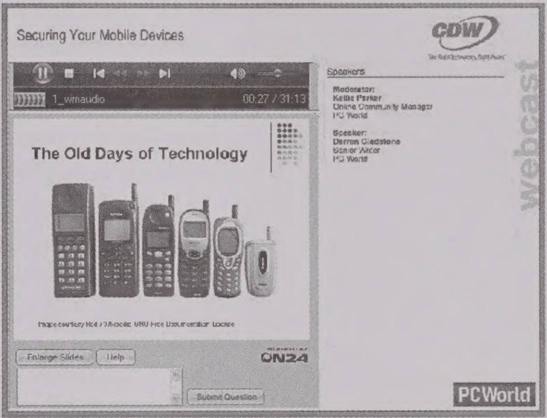
PC World delivers editorial content via sponsored webinars

Editorially driven product functions as a lead generation program

Last month PCWorld.com launched its first editorial webinar, "Securing Your Mobile Devices." The half-hour webinar, sponsored by CDW, was moderated by Online Community Manager **Kellie Parker** with audio commentary by PC World Senior Writer **Darren Gladstone**, who spoke about how to safeguard and recover mobile devices.

"From an editorial standpoint, it's a new way to communicate useful information to our readers," said PC World VP/Editor-in-chief **Harry McCracken**, who added that the webinars will be conceived and created by PC World editors with no participation from sponsors.

Site visitors must register on PCW.com in order to see this and each future webinar, which will remain on the site indefinitely. "In terms of the business model for these, this is a lead generation program," McCracken said. CDW has signed on as sponsor for a series of six webinars.



Speakers

Moderator:
Kellie Parker
Online Community Manager
PC World

Speaker:
Darren Gladstone
Senior Writer
PC World

PC World's first editorial webinar, which focuses on protecting today's smaller and smaller mobile devices from theft, has generated some 200 leads for sponsor CDW.

"Since this is a CDW-sponsored webinar, we send the registration information back to CDW," said PC World Director of Online Marketing **Alexa**

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New GM at IDC Korea helps host office's 10th anniversary

***Kyu-Hwang Yeon** comes to IDC Korea from rival Gartner Consulting.*

Kyu-Hwang Yeon has joined IDC Korea as general manager. Yeon brings with him extensive experience in consulting, demand-side research, business development and public speaking. At IDC Korea he will focus his time on business development at the senior management level across various companies, government institutions and industry sectors.

Prior to joining IDC, Yeon was the managing partner of Gartner Consulting in Seoul. During his tenure at Gartner, Yeon built the consulting practices in IT services, manufacturing and business strategy from almost nothing to a $2 million a year buiness generating business with leading corporations such as Samsung, LG, SKT and major public institutions in Korea. In addition, Yeon is a frequent keynote

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*Attending IDC Korea's anniversary celebration were (l-r): IDC CEO **Kirk Campbell**, **Philippe de Marcillac**, senior VP international business; **Eva Au**, managing director, IDC Asia/Pacific; **Hyun-Ju Kim**, senior marketing manager, IDC Korea; **Tehmasp Parekh**, chief operations officer, IDC Asia/Pacific; **Kyu-Hwang Yeon**, general manager, IDC Korea; and **You-Sook Hong**, sales director, IDC Korea.*

CIO U.S., U.K. create and host Energy Efficiency Summits

Dell and IDG teamed up to organize an IT Energy Efficiency Summit last month in Washington, D.C., and London to explore the issues and opportunities CIOs and IT decision makers face in making their organizations' computing and electronic infrastructure as energy efficient as possible while maintaining a competitive advantage.

Structured as opportunities for executives to actively participate in Q&A sessions and roundtables, the U.S. event attracted some 80 attendees and the London event almost 50. Both half-day sessions consisted of two primary speakers and a small number of moderated roundtable discussions, along with a networking lunch.

Dell first approached CIO last year with an interest in publishing some related research it had conducted. Following numerous conversations with Vice President/Executive Programs **Ellen Daly**, the collaboration shifted to an event concept. It was the first time CIO had organized a green-focused event, though the topic has been part of the agenda at other Executive Program events.

The featured speaker at the U.S. event on Feb. 6, Dell Chairman Michael Dell, talked onstage with CIO Publisher Emeritus **Gary Beach** about his company's mission to be the industry's greenest technology company, its ReGeneration movement, and how it considers the environmental impact behind everything it does as a business. Three CIO staff members with microphones walked among the audience to field questions during a lively Q&A session.

The summit also featured a high-level representative from the U.S. Department of Energy who updated the group on Congress' energy efficiency priorities and how possible policy changes could affect how organizations design facilities and operations.

Daly's team shared their program ideas and marketing materials with IDG Global Solutions Director of International Accounts **Jo Ben-Atar**, who served as project manager for the London summit on Feb. 20, and CIO U.K. Publisher **Marcus Wilkinson**, who organized the event locally along with IDG U.K. Marketing Coordinator **Gemma Matthews**.

AMD signed on as a co-sponsor. It, along with Dell, is part of the Green Grid (http://www.thegreengrid.org), a consortium of IT companies and professionals that aims to lower the overall consumption of power in data centers around the world.

At the sponsors' request, the London edition of the summit focused on a more nuts-and-bolts explanation of how IT energy efficiency would affect businesses. IDC EMEA Chief Research Officer **Martin Hingley**, who served as keynote speaker, discussed the state of energy efficiency in the European Union and associated IT challenges based on his extensive green research initiatives. CIO U.K. Online Editor **Mark Chillingworth** and ComputerworldUK Editor **Mike Simons** moderated two of the four roundtable discussions, and excerpts from those conversations will be published, Q&A style, in an upcoming issue of CIO U.K.

*During the Energy Efficiency Summit in London, CIO UK Online Editor **Mark Chillingworth** (center) and ComputerworldUK Editor **Mike Simons** (right) talk with attendees during a networking break. Both served as roundtable moderators.*

Feedback from attendees and sponsors was very positive for both events, organizers said, and similarly themed events are being considered.

Contact Ellen Daly at edaly@cxo.com or Gemma Matthews at gemma_matthews@idg.co.uk.

The video of Gary Beach interviewing Michael Dell is at http://www.cio.com/article/190050. Links to resources mentioned during the U.S. conference are available on the Resources tab of the conference Web site, located within the Executive Programs section of http://www.cio.com.

Green not just in name only

Organizers for both IT Energy Efficiency Summits made efforts to continue the conference theme in other aspects of the event, not just the agenda.

In the U.S., name badges, attendee guides and other onsite material were printed on recycled paper. Supporting collateral provided by speakers or sponsors was loaded onto USB drives provided by Dell. The CIO team worked with the Ronald Reagan Conference Center to be sure recycling receptacles were available, and no paper products or plastic ware was used for the food service. Attendee evaluations were conducted online.

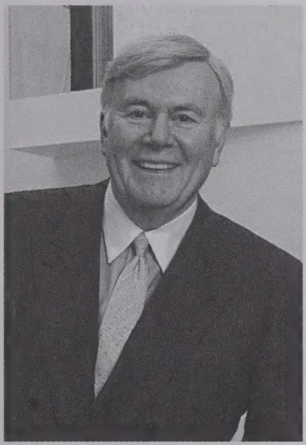
In London, the event was held in the Mayfair Conference Centre, the only Green Mark-accredited venue in Central London. (Green Mark is an environmental certification that enables businesses to improve their environment and performance and gain recognition for doing so.) Onsite collateral was kept to a minimum and used recycled and recyclable materials from local printers Marketing was online on CIO.co.uk or via e-mail. As founding members of the program Plant a Forest for Me, Dell and AMD arranged for each attendee to have their presence at the event carbon offset by planting trees. (Plant a Forest for Me enables organizations worldwide to share best practices, partner with Dell and facilitate the planting of millions of trees in sustainably managed reforestation projects.)

the interview

one on one

Pat McGovern

The chairman and founder of IDG is this week's columnist. Reach him at patmcgovern@idg.com.



"The leading business publication in India rated the activity of the 75 venture capital firms that were active in India during 2007 and identified IDG Ventures India as one of the top three best venture capital firms in India."

Q Can you share with us how IDG's operating profits in the first quarter of FY08 (October-December 2007) compared with the same quarter a year ago?

A IDG had an operating profit increase of 9% in the first quarter of FY08 compared to the first quarter of FY07. This result was 1% ahead of our plan, so we are doing better than expected! Congratulations to Computerworld, Macworld and CXO Media in the U.S. and to our publishing business units in the Czech Republic, Hungary, Norway, Poland, Romania, Sweden and China and to IDC, all of which improved operating profits over 9% in the first quarter of FY08.

Q You recently attended the European Managers Meeting in Prague. How well are our media groups in Europe doing in growing their online revenue?

A We had a very informative and insightful strategy session on growing online revenue during the recent European Managers Meeting. I was very impressed by the creativity and effectiveness of the efforts being made by our European media companies. They have increased their online revenue during the first quarter of FY08 by 28% over the first quarter of FY07. That is a result of which they can all be very proud!

Q What is your outlook on both the U.S. and the global economy in Calendar Year 2008?

A The U.S. economy will experience challenging times in CY08. A decline in the U.S. dollar against the major foreign currencies is increasing prices of imports and reducing the buying power of the U.S. consumer. The sub-prime credit crisis has caused foreclosure on many homes and an increase in mortgage rates on many others, further lowering the buying power of the consumer. GDP in the U.S. is expected to drop by 36% from 2.5% in CY07 to 1.6% during CY08. IDC and other IT market forecasters predict that the rate of growth in IT spending will decline from 5% in CY07 to 2.5% to 3% in CY08. This will lead to cutbacks in spending in the U.S. by the IT industry, particularly in the area of marketing and sales promotion. In Europe, GNP growth will be somewhat faster than in the U.S. In Asia, things are much brighter. China should have 10%-plus GNP growth in 2008; India, 7.5%; South Korea, 4.6%, etc. So the IT industry will be paying special attention to expanding in the Asian markets during 2008.

Q What's happened to the paid online content model? Several years ago it seemed to be the direction many IDG business units were headed, but this no longer appears to be the case.

A People realize there is a huge amount of content available on the Internet for free. So, if they are asked to pay for information on the Internet, their initial reaction would be to see whether similar information may be available free elsewhere. They are also concerned about data security and are reluctant to provide their credit card information online. They are also impatient about the time that it takes to fill in the purchase order on the Web. I believe that this will change dramatically when access to the Web is routinely available on mobile devices. The user already has a subscription agreement with a wireless carrier, so it is easy for the user to press a key and subscribe to a paid-for information service to be delivered on demand to their mobile unit.

Q IDG has established venture capital funds in countries with rapidly growing economies such as China, India, Korea and Vietnam. How do you determine which country is ripe for such a fund?

A A big advantage that IDG has in making such a determination is that IDG has been running its media and market research businesses in these countries for many years. Therefore, we can see in which countries we have the fastest rate of revenue growth, which ones have high profit margins, and which ones are in an environment where many new technology-related enterprises are being formed, adding to the customer lists of our businesses. In deciding in which countries to set up a venture capital fund, we also take into account the following factors:

(a) Is the culture favorable to entrepreneurialism, and do government regulations facilitate the initiation and growth of the new companies?

(b) Do the laws of the country give good intellectual property protection through patents, trademarks and copyrights?

(c) Is there an open market where new products and services can enter the market and grow rapidly?

(d) Is there a local workforce that is well educated in technology and business management?

(e) Are there exit routes, i.e., is there a local stock exchange where our investee company can be listed and/or is the environment favorable to mergers and acquisitions?

continued on page 7

CSO events build momentum for more success

Four diverse programs aim for workable sponsor-to-attendee ratio

Last year CSO magazine saw great success with its four security-related events brands: CSO Perspectives; the CSO Executive Seminar Series; the Business Continuity Forum and the Digital ID World trade show on identity management (see sidebar at left). Expectations are that this year the events will outperform their 2007 achievements.

"Attendees are hungry for more information, and sponsors are investing to put their messages in front of a high-level audience of prospects," CSO Publisher **Bob Bragdon** said. "While the technical information is important to our audience, you have to keep in mind that if they can't justify an initiative from a business-benefit standpoint, their organizations won't fund it," Bragdon said.

Bragdon recommended that events provide opportunities for networking, which he said is just as important as the content to the events' audiences. "Our attendee model for the one-day Executive Seminars, for example, is based on delivering 50 to 75 attendees. We don't really shoot for higher numbers because they are local programs, and we want to maintain the intimate feeling of a small gathering."

The number of seminar sponsors is also closely managed, so there is a comfortable sponsor-to-attendee ratio. "We bring in sponsors, but we don't oversell the events," Bragdon said. "We'd rather add more seminar events each year, which we do, than reduce the value of the individual events by messing with that model."

According to National Sales Manager, CSO Executive Programs, **Per Melker**, the regionally focused Executive Seminars resonate "very well. We hold them in larger metropolitan areas on very focused topics. PCI [payment card industry] compliance and identity management are both topics that drive a lot of IT investments today, and the seminars are great opportunities for vendors to get their message out in a particular region."

In general, the Executive Seminars deliver a profit margin between 50% and 65%, according to Bragdon, and the most recent seminar, on PCI compliance in Los Angeles, came in at 133% of budgeted revenue and 160% of budgeted profit margin.

Larger events, such as CSO Perspectives, draw 175 to 200 attendees for three days of high-level content. According to Bragdon, Perspectives is the only major event for security executives that focuses on making them better chief security officers. "This year's CSO Perspectives is at 136% of revenue budget," Bragdon said, "and the margin increment will be measured in multiples over plan."

LYNN HOLMLUND

The CXO Executive Programs team in Framingham consists of (l-r): ***Cress O'Brien****, registration specialist;* ***Ellen Daly****, VP, CXO Executive Programs;* ***Per Melker****, national sales director;* ***Mary Conroy****, marketing director, Executive Programs;* ***Erica Foster****, client services specialist; and* ***Deb Begreen****, director, event operations (missing is* ***Sarah Reagan****, event planner).*

The Framingham, Mass-based CXO Executive Programs division plans and executes the CSO events, working for six to 12 months on logistics, content and attendee recruitment. **John Fondnazio** teams with Melker as the dedicated sales directors for the CIO and CSO events, respectively, in addition to the field sales teams of Melker, Eastern Regional Sales Manager **Roz Burke** and Western Regional Sales Manager **Matt Knuth**. "They have been able to reach out to a large number of security vendors — whether past sponsors or vendors working with CSO for the first time — and share the benefits of the CSO audience and our programs and encourage them to sign up for a sponsorship early so that they will receive all the promotional benefits," Bragdon said.

CSO partners with both established security vendors and newer organizations that need a platform to reach and educate security executives. "The value for our partners," Melker said, "is primarily access to executives they otherwise can't get in front of, both from a lead generation and a focus-group perspective. This is particularly true for CSO Perspectives."

Melker said the majority of security solutions today are being evaluated and bought by cross-functional committees, most often led by a company's security

CSO events at-a-glance

CSO Perspectives was launched in 2004 in combination with a CIO event but has been a stand-alone event since 2005. Usually held in March, CSO Perspectives covers broad security and management issues and best practices. This year CSO Perspectives will be held March 16-18 in Atlanta.

CSO Executive Seminar Series events are generally four one-day educational sessions, although there may be more if there is demand for content on a specific topic. Begun in 2005, these regional events, attracting approximately 75 security and IT professionals, focus on one topic. Typically, each topic will be held in at least two cities. Two identity management seminars are scheduled for the coming months.

Business Continuity Forum gathers 225 high-level security and IT executives from around the U.S. for discussions, networking and lessons learned from colleagues who have implemented business continuity plans. CIO and CSO magazines work together on the event. The first Business Continuity Forum was held in July 2007 in New York and will be held there again this year July 15-16.

Digital ID World is different from other CSO events because it has an expo floor in addition to content sessions. The audience is made up of approximately 600 application architects, identity managers, electronic commerce managers and others involved with identity management security. It has been held annually in September since 2001; the 2008 event will be held Sept. 8-10.

Take steps to avoid thefts

In the PCW.com webinar "Securing Your Mobile Devices," PC World Senior Writer **Darren Gladstone** offered these tips for keeping today's small laptops and cellphones — and the information they contain — safe:

- Be a little less obvious about carrying what's clearly a laptop bag.
- Don't leave your cellphone or digital camera visible.
- Watch your bags closely at airport security.
- Use hotel room safes.
- Secure your gear even in the office.
- Don't join just any free WiFi connection.
- Create a password system that makes sense to you and change your passwords frequently.
- Secure your USB drive.

PCW Webinar

continued from page 1

Wriggins. "When someone signs up they agree to our terms of use and privacy policies." To date, the webinar has collected more than 200 leads.

Kathy McKay, PC World associate publisher, Integrated Sales and Custom Publishing, said that CDW's customer strategy is built around the belief that their target audience not only relies on information from industry experts but also from their peers to help them make technology decisions for their business. "They were looking for ways to connect CDW with the target audience through media programs that offer knowledge-sharing and interaction opportunities with peers and industry experts, one of which was editorial-driven webinar sponsorships," she said.

According to McKay, CDW believes it can help achieve its goals by sponsoring PCW webinars on topics that are aimed at medium-size companies that also appeal to people at large companies and might also appeal to those at smaller organizations.

CDW receives standard business-card data leads (name, title, e-mail and physical addresses, company size) from the U.S., with an emphasis on companies with more than 100 employees. Leads are delivered on a weekly basis.

Gladstone said it took him less than a week to gather the information he needed and record the webinar (PCW.com slideshows, as opposed to webinars, have no audio to accompany their text). Audio recording was done via the phone at PC World's San Francisco office using the On24 platform.

Webinar viewers can ask Gladstone for more information using the Submit Questions button at the bottom of each slide. "I tried to create scenarios that users would encounter to make sure their cellphones and laptops aren't stolen or compromised [see sidebar]," Gladstone said, "but I've only received a couple of questions so far."

Upcoming bimonthly webinars will focus on green technology, data recovery and printing, among other topics. McCracken said they will be aimed especially at the users who visit PCWorld.com's Business Center (http://www.pcworld.com/businesscenter), an area of the site targeting tech decision makers of small and medium-size businesses.

For more information contact Harry McCracken at harry_mccracken@pcworld.com.

Event planning tips

CSO Publisher **Bob Bragdon** offered the following quick checklist for a successful event.

- Find a topic (or topics) that your audience is desperate to learn more about because it is a pressing issue in their organization, i.e., regulatory compliance, a new technology initiative, etc.
- Make sure it is a topic in which sponsors are investing money.
- Pull together a compelling agenda with great content delivered by audience peers.
- Host it in a city where your database will support delivering the number of attendees you need to make it successful.
- Line up an underwriter for the event.
- Go to market.

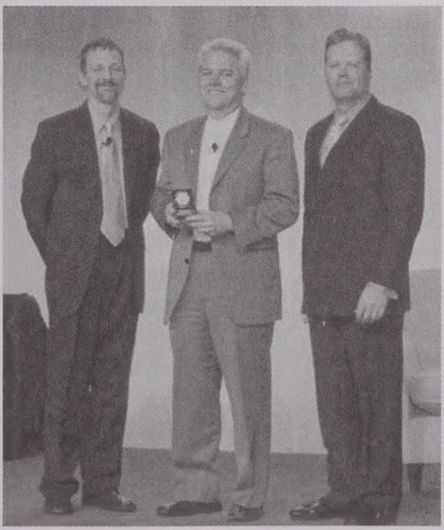
CSO events

continued from page 4

chief, so "vendors need to establish brand recognition at the top to ensure greater success on the shortlist. CSO magazine has a very strong brand in the market place, and its events provide an opportunity to reach and impact the head of security directly."

Depending on the sponsorship level they buy, vendors have an opportunity to lead a technology briefing breakout session, a main stage session or hold a round table discussion during lunch.

Event speakers are practicing CSOs and senior security executives from a broad range of industries, as well as non-profit and government organizations. Also, "depending on the subject matter and focus, we use academics, industry experts, lawyers and other professionals," Bragdon said. For some events, particularly Digital ID World and the CSO Seminars, sponsors and other security-related vendors will provide content at the events through both main stage and breakout sessions. Bragdon often moderates the conferences; this year, like last year, CSO Editor-in-chief **Derek Slater** will be co-moderator.



*(L-R): **Derek Slater**, editor-in-chief, CSO magazine; Francis D'Addario, VP, Starbucks Coffee Company and 2007 CSO Compass Award winner; and **Bob Bragdon**; publisher, CSO.*

At CSO Perspectives, several security practitioners are nominated and selected to receive the CSO Compass Award for achievement in security. The CSO editorial team, led by Slater, reviews nominations and selects the winners. The honorees receive their award at the three-day event, and many participate in a panel discussion covering best practices.

Later this year, CSO will also be awarding several up-and-coming security practitioners with the CSO Next award.

Contact Bob Bragdon at bbragdon@cxo.com.

noteworthy people

Promotions

Malinowski

IDG WORLD UPDATE

PC World Human Resources Coordinator **Ellen Malinowski** has been promoted to human resources representative. "Ellen joined us just over a year ago," said **Kate Coldwell**, PC World VP, human resources. "Around six months into that year, the HR department shrunk from three to two people, and she was called upon to quickly expand the range of her responsibilities. I'm happy to report that she has not only survived, she has thrived! She has been learning new things and taking on challenges as quickly as I can throw them her way. Her unique blend of creativity, hyper-efficiency and tenacity has led to our fancy 'self-calculating' timesheets, our new attendance system and improved procedures for tracking benefits usage. She handles all tasks, from the most mundane to the truly complex, with attention and enthusiasm. And — lucky for me — she is also great fun."
ellen_malinowski@pcworld.com

New employees

Patel

MARLEN CALE

Previously a help desk support specialist at Millipore, **Linesh Patel** joins the IDG Technical Services Group in Framingham, Mass., as a technology analyst. A graduate of the University of Massachusetts/Lowell, he holds a B.A. in MIS and business management. In his free time he enjoys basketball and video games.
linesh_patel@idg.com

Account Services Specialist **Stephanie Wiley** comes to InfoWorld from Dow Jones/Wall Street Journal Digital where she was an online ad sales coordinator. A graduate of the University of San Francisco, she holds a B.S. in political science with a minor in African studies. In her free time she enjoys running, reading, concerts, movies and eating out ("a lot").
stephanie_wiley@infoworld.com

Ferrantino

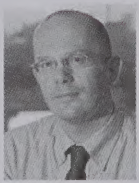
PETER SHORT

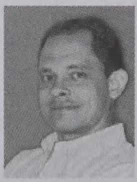
Previously an unclaimed property analyst with Affiliated Computer Services, **Joseph Ferrantino** joins IDC Framingham as an inquiry analyst. He holds a B.A. in English from the College of the Holy Cross in Worcester, Mass., and is currently pursuing an M.B.A. at Clark University, also in Worcester. He enjoys martial arts, reading, motorcycle riding, fishing and golf.
jferrantino@idc.com

CXO Media has hired **Elise Ryan** as an online account services specialist. She was previously a campaign manager with TechTarget, supporting sales in managing online advertising campaigns. She holds a B.A. in economics and business from St. Anselm College in Manchester, N.H. *eryan@cxo.com*

Et cetera

The winners of the IDG News Service's (IDGNS) first story of year award are Taipei Correspondent **Dan Nystedt** and Tokyo Bureau Chief **Martyn Williams,** who teamed up on a piece examining the impact of the Japanese adult entertainment industry on the high-definition DVD format wars.


Williams


Nystedt

The article, "Japanese porn industry embraces Blu-ray Disc," appeared on the wire July 30, 2007. The Terho Uimonen Newswriting Award, named to honor a former IDGNS Asia correspondent who suffered a major head injury several years ago, will be awarded annually. "We had a great pool of nominees," noted IDGNS Editor-in-chief **Elizabeth Heichler**, "but the winning story clearly has all the qualities we are looking for — good sourcing, perspective, authoritative writing — and now it looks particularly prescient with [last month's] news that HD DVD is dead. The impact that the adult entertainment industry has had on format wars is considerable and Dan and Martyn led coverage of that angle even before they reported this piece." WU

After organizing online meeting Mt. Kilimanjaro is no match for IDG Denmark's Karsten Bundgaard

***Karsten Bundgaard** was part of an international group of 12 climbers who tackled the world's highest free-standing peek last month. Altitude sickness prevented five of the climbers from reaching the summit. The climb took 6½ days, including acclimation. The return downhill took 1½ days.*

After organizing last month's European Online Meeting in Prague, **Karsten Bundgaard**, marketing director at IDG Denmark, felt he could handle almost any challenge. So, he jumped on a plane, headed to Tanzania and climbed to the top of Africa's tallest peak (5,850 meters) —Mt. Kilimanjaro. And how to pass the time while catching his breath for the descent? Well, by perusing a copy of his favorite IT newsweekly, of course. Noted IDG Denmark Managing Director **Soren Quietsch**, "There are still a few places left where paper is more useful than the Web!"

The European Online Meeting attracted 120 employees from 26 countries for two days of presentations, sharing of best practices and discussions aimed at improving IDG's Web platforms and lead-generation businesses. All of the presentations from the meeting are available on IDG Central under the Corporate Resources/IDG Global Meetings tab.

For more information, contact Karsten Bundgaard at k.bundgaard@idg.dk. WU

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

28
John Dix *Network World*

26
Fernando Moran *IDG Spain*

16
Michael Cooney *Network World*
Bridget Cammarata *IDG*

14
Stefan Kaczmarek *IDG Poland*

13
Antonette Cutone *IDG*
Andreas Bergsman *IDG Sweden*

11
Kevin Krull *IDG*
Carl Olofson *IDC*

10
Nicole Spitzauer *IDG Germany*
Ian Sharp *IDG Australia*
Jason Snell *Mac Publishing*

9
Jessica Wennberg *IDG Sweden*
Jonathan Seff *Mac Publishing*

8
Arne Arnold *IDG Germany*
Jon Röhne *IDG Sweden*
Pennie Robinson *IDC*
Jon Dowling *IDG Australia*
Ric Hudson *IDG Australia*

7
Birgitte Kjærulff Henriksen *IDG Denmark*
James Poulson *Macworld U.K.*
David Lake *PC World*

5
Elizabeth Lindquist *IDC*
Daniel Sullivan *Digit*

4
Karen Bornstein *Network World*
Alejandro Florean *IDC Mexico*
Rob Koghee *IDG Netherlands*
Jan Westermark *IDG Sweden*
Jessica Borgrudd *IDC Nordic*

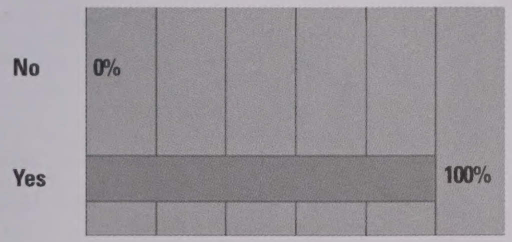
3
Charles Lee *IDG Corporate Sales*
Michael Tavares *IDG Corporate Support Group*
David Price *PC Advisor*

2
Leslie Baldi *IDG Corporate Support Group*
Kit Lau *IDC Hong Kong*
Martin Taylor *Techworld U.K.*

1
Douglas Hayward *IDC U.K.*
Gábor Fauszt *IDC Hungary*
Nancy Gohring *IDG News Service*
Tim Dillon *IDC Australia*
Michael Guo *IDC China*
Atsushi Arai *IDC Japan*
Yuzo Narita *IDC Japan*
Massimiliano Parma *Nuov@periodici Italia*
Nicholas Massin *IT World Canada*
Robert Ahlqvist *IDG Sweden*
Dana Gould *IDC*
Michael Orasin *IDC*
Noemi Greyzdorf *IDC*
Naomi Hamilton *IDG Australia*
Paul Briggs *IDG U.K.*
Rose Kwass *PC World*

Question of the Week for March 3

Should Microsoft extend the June 30 deadline for stopping sales of Windows XP?



Log on to www.idgcentral.com to vote on this week's question: **Now that Blu-ray is the industry standard, when might you buy a new DVD player?**

IDC Korea

continued from page 1

speaker and is often quoted by local IT media. Prior to Gartner, he worked as and architecture modeler and e-business consultant in the U.K. and Germany.

Yeon joined IDC Korea just in time to help celebrate the company's 10th anniversary in the local market. A client reception was held at the Coex Intercontinental Hotel in Seoul and attended by many of the company's 29 employees as well as IDC President and CEO **Kirk Campbell**, IDC Senior VP International Business **Philippe de Marcillac**, **Duk-Hwan Oh** and **Sung-Tae Jin** from IDG Ventures and 10 of the company's key customers.

Contact Kyu-Hwang Yeon at kyeon@idc.com. WU

Korean growth to outpace most other countries

While global GDP growth is expected to be somewhat slower in 2008 than in 2007, Korea's GDP is expected to climb by 4.7% in comparison with the U.S. at 1.8%, Western Europe at 2.2% and Japan at 1.8%, according to IDC. Korea's IT market is predicted to grow 4.6% this year, with software and IT services, which currently account for 56% of market share to climb to 62% of the total market by 2011.

One on one

continued from page 3

Q **IDG's venture capital operation in India seems to have hit the ground running, making numerous investments in its first year of operation. Can you tell us a bit about the environment for venture capital investing in India?**

A India has been experiencing rapid economic growth. This year their GNP is expected to grow 7.5%. The Indian IT market is expected to grow 25% this year, the fastest growing major IT market in the world. Its mobile phone market is also the fastest growing in the world, with more than 7 million new mobile phone users a month and total users reaching in excess of 230 million as of December 2007.

This type of rapid growth in the IT and communications market has made a very attractive opportunity for venture capital. In CY07, venture capital nearly doubled from the previous year. VC investments in CY07 totaled $542 million in 98 deals. IDG Ventures India made six investments in CY07. The quality of the professional process that the general partners at IDG Ventures India use in getting comprehensive deal flow, selecting which companies to invest in, and then giving the investee companies excellent support has attracted very favorable notice in India. The leading business publication in India rated the activity of the 75 venture capital firms that were active in India during 2007 and identified IDG Ventures India as one of the top three best venture capital firms in India. WU

celebrating 10!

Name
Chen Yongzhi

Home
Beijing

Career path since joining IDG
October 1997-March 2002, Customer Relations Department, China Computerworld. Since March 2002, Brand Promotion Department and Distribution Department, China Computerworld.

Current title
Vice Director of the Distribution Department. I am responsible for the construction, administration, maintenance and sales of the database of China Computerworld.

What's kept you at IDG for 10 years?
China Computerworld's well-known brand and influence in the market.

Best part of your job
It provides an opportunity to learn and make progress.

Moment at work you will never forget
When we successfully held a big conference with our team work and working all through the night.

Most challenging part of your job
Helping the advertisers make full use of the platforms of China Computerworld, such as an ad package including the Web site, newspaper, events, etc.

Best way to work off stress
I try to focus on what is most important to me in my life.

Favorite thing on your desk?
My son's photo.

Family
My husband Ren Wei and my five-year-old son Ren Junjia.

*IDG Chairman **Pat McGovern** hosted **Chen Yongzhi** at a dinner in Beijing to celebrate her 10 years of service to China Computerworld Publishing and Servicing Group.*

What did you want to become when you were a child?
A doctor.

Your idea of a perfect day alone?
Having a good sleep and cooking a big, delicious meal for my family.

Retirement dreams?
Traveling around the world if health and money permit.

Manager's profile
"Chen Yongzhi has been in charge of the database of China Computerworld for five years and has developed an effective strategy for database sales. The database has provided great support to the promotion and circulation of the newspaper and the event business of CCW Group. She is very conscientious, and full of creative spirit, playing a key role in the database sales of our newspaper."

— Jin Jianzhong, vice president, China Computerworld Publishing and Servicing Group, publisher of China Computerworld

InfoWorld employee seeking donations for Bulgarian orphanage

InfoWorld Multimedia Producer **Ralitza Stoeva** is spearheading an effort to raise funds for an orphanage in her native Bulgaria that is in desperate need of a new heating system. The plight of the Stoikite Orphanage, home to 70 boys and girls ages 9 to 17, was brought to Stoeva's attention by a friend in Bulgaria, who noted that temperatures in Bulgaria have recently reached minus 15 degrees Celsius (5°F) and the temperature inside the orphanage has been as low as minus 5 degrees Celsius (23°F). "The children inside this orphanage are literally freezing to death," read the appeal. "When I heard about the situation," said Stoeva, "70 children living without heat and knowing how freezing cold the winters in Bulgaria are, I couldn't stay indifferent, I felt the urge to help."

Ralitza Stoeva

If you would like to learn more about the Stoikite Orphanage and how you can help, Stoeva urges you to visit http://www.orphanagestoikite-bg.org. Or you may contact her at ralitza_stoeva@infoworld.com.

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 Web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG also publishes more than 300 magazines and newspapers in 85 countries. IDG's media brands include CIO, CSO, Computerworld, GamePro, InfoWorld, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, Entertainment for All Expo (E for All), Storage Networking World and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events. More details at http://www.idg.com.

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Network World's IT Roadmap kicks off eight-city series

One-day multi-topic format resonates with target audience, sponsors

The Network World Events and Executive Forums team: Front row (l-r): ***Neal Silverman****, executive VP;* ***Andrea D'Amato****, VP, event sales;* ***Debra Becker****, director, event marketing;* ***Grace Moy****, regional account manager. Back row (l-r):* ***Caroline Keough****, senior event planner;* ***Dale Fisher****, director, event operations;* ***Mike Garity****, VP, business development and event marketing;* ***Buster Paris****, marketing manager;* ***Christina Butkiewicus****, event marketing specialist;* ***Christina Spano****, senior event coordinator;* ***Karen Bornstein****, account executive, events;* ***Paul Desmond****, events editor. Not pictured:* ***Jackie DiPerna****, exhibits & demonstrator manager;* ***Jennifer Sand****, regional account director;* ***Mike McGoldrick****, regional account director;* ***Leilani Hammock****, event sales representative.*

Network World kicked off its annual IT Roadmap Conference & Expo series earlier this month in the first of three newly added locations, bringing this year's total number of event cities to eight. The one-day event features a multi-topic agenda that lets IT professionals delve into the hottest issues facing them in the enterprise, while the accompanying expo provides an opportunity for attendees to see the products and meet the vendors they are most interested in.

This month's conference, which took place in Denver, drew 700 attendees and 50 sponsors — well over the anticipated audience forecast for a new event in a traditionally smaller market, noted **Neal Silverman,** EVP, Network World Events and Executive Forums. "This is a great model for our target audience," Silverman said. "Today's IT professionals are no longer working in silos; they have responsibilities across multiple areas of technology, and IT Roadmap allows them to be educated on many topics in a single day while avoiding multiple days out of the

continued on page 2

EMMI gives participants in-depth exposure to IDG business

IDG's European Media Management Institute took place last month in Prague alongside two other IDG gatherings: the European Managers Meeting and the European Online Meeting. The four-day EMMI brought together top contributors representing 10 business units throughout Europe for an in-depth look at IDG's business from a functional and operational perspective. Each of the 17 participants was nominated to attend the institute by his or her manager.

Organized and hosted by **Laurie Butson**, director, IDG Training and Development, and **Julie Lynch**, VP Human Resources for Computerworld and InfoWorld, the 2008 EMMI featured a roster of IDG senior executives speaking on topics such as The Role of the Country Manager (IDG Denmark Managing Director **Soren Queitsch**); Online Sales (**Dirk Limburg**, publisher, IDG Germany's tecChannel); IDG Global Solutions Overview and the European Competitive Landscape (**Colwyn Munro**, EVP, IGS EMEA); Financial Management – an IDG Perspective (**Toby Hurlstone**, international controller, IDG); Online Audience Development and SEO (**Colin Crawford**, EVP Online, IDG Communications); and How to Get Your Business Online Now! (Julie Lynch).

IDG Australia Managing Director **Don Kennedy** led a well-received session entitled Managing Print in an Online World. Drawing on the wisdom of fellow country managers throughout Europe, Canada and the U.S., Kennedy presented a number of their suggestions and observations, most of which reflected the transformation of IDG's business from a print to an online focus. Among the key points:

- Move all editorial operations to an online-first

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Inside this issue

PC World Vietnam wins third consecutive performance award *page 2*

McGovern delivers keynote at this month's FIPP conference in Berlin *page 2*

One on one: IDG Global Solutions' Lisa Glover *page 3*

IDG Norway duo runs thriving online bookstore *page 4*

Celebrating 10: China Computerworld's He Bingmei *page 8*

PC World Vietnam wins third consecutive performance award

IDG Vietnam & Indochina Managing Director ***Tam Le*** *(left) and PC World Vietnam General Manager* ***Nguyen Thu Hong*** *display PCW Vietnam's award.*

For the third year in a row, PC World Vietnam has received an award for outstanding performance. PCW Vietnam is a division of Ho Chi Minh City's Department of Science and Technology, which gives an annual award for the department that has shown, among other qualities, exceptional profitability, contributions to society and revenue growth.

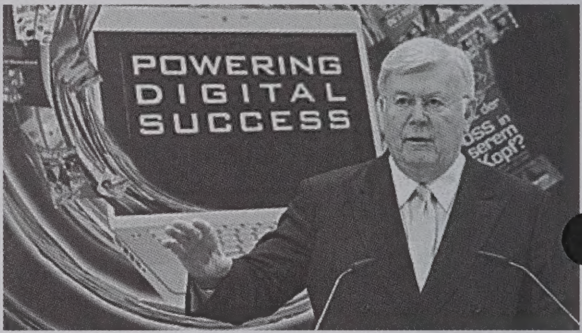
Launched in 1992, PC World Vietnam is the country's leading IT publication. It provides both enterprise managers and end users with updated information on the IT industry and applications in Vietnam and around the world. It also publicizes the Vietnam government's policies and strategies regarding IT development in Vietnam.

IDG has a license agreement with Ho Chi Minh City's Department of Science and Technology to publish the magazine and a joint venture agreement for http://www.pcworld.com.vn.

McGovern delivers keynote at this month's FIPP conference in Berlin

IDG Chairman **Pat McGovern** was the keynote speaker at the International Federation of the Periodical Press (FIPP) conference, Powering Digital Success, March 3-4 in Berlin. It was the second time within a year that McGovern served as the lead speaker at a major FIPP event, having addressed the 36th World Congress of FIPP in Beijing last May. His presentation this month was entitled Worldwide Business Opportunities for Digital Publishing.

IDG had three speakers at the event, more than any other media company in attendance. International Publishing Services President & CEO **David Hill** spoke at a session entitled Digital Publishing Challenges and Opportunities for Business-to-Business. **Stephan Scherzer**, senior vice president and general manager/Online at Mac Publishing & PC World, contributed to a Traffic Management and Optimization panel.



"Change creates threats, but also opens the door to opportunity," said IDG Chairman ***Pat McGovern*** *in his closing remarks to the FIPP audience.*

IT Roadmap

continued from page 1

office. The team at Network World has built a world-class industry event in eight cities around the country. We are seeing tremendous growth in both attendance and sponsorship as we continue to develop this franchise."

Each IT Roadmap event delivers new solutions, proven best practices and case studies from leading industry experts, experienced end users and top vendors. The similar format of each IT Roadmap event gives attendees ample opportunity to learn about the latest trends in networking and IT, take an in-depth look at two areas of technology most critical to them, network with peers and visit with leading vendors in the extensive expo hall. "Attendees and sponsors find the one-day format a time-efficient way to make new contacts as well as foster existing business relationships on a regional basis," said **Debra Becker**, marketing director, NW Events and Executive Forums.

The technology sessions, which are led by industry analysts, many of whom write for Network World print and online, focus on areas of key importance to today's IT professionals, Becker noted. A survey among some 75,000 Network World readers last summer helped guide the selection of topics for this year's IT Roadmap series. Topics include Security and Compliance, Data Centers Infrastructure and Virtualization.

End-user case studies presented during these sessions feature frank discussions about recent projects. "These presentations are typically so well-received that we wanted to find a way to help them live on well after the event and benefit those who couldn't catch the live presentation," noted Events Editor **Paul Desmond**. "So late last year we launched Voices from IT Roadmap, which is a series of podcast interviews with some of the IT end-user presenters. We conduct the interviews onsite at the events and then post them on NetworkWorld.com."

Thanks to Multimedia Editor **Jason Meserve**, who handles podcasts, "you can also subscribe to them at the iTunes store, which is kind of funny," Desmond said. "If you search on Paul Desmond, you'll get a bunch of records from a dead sax player and, under podcasts — me. "

The remaining cities in the IT Roadmap Conference & Expo series are: Chicago, Boston, Atlanta, Seattle, Dallas, San Francisco, and Washington, D.C. More information is available at http://www.networkworld.com/events or contact Debra Becker at dbecker@nww.com.

one on one the interview

Lisa Glover
IDG Global Solutions' director of client services is this week's columnist. Reach her at lisa_glover@idg.com.

> *"Never think of a webcast as a stand-alone event. Use the content and turn the Q&A session into a free-to-download podcast, create a white paper or multimedia e-paper discussing the webcast debate, create a post-event discussion forum, a teaser video clip or, even better, integrate all of the above into one of our Partnerzones."*

Q What kinds of day-to-day responsibilities do you have?

A Heading up the Client Services team means that I take responsibility for generating revenues from our top 20 clients around Europe. In an ideal world that would mean a custom integrated program across multiple territories, running over a few months, but in reality it can be a single initiative such as a webcast or research program. I work with Associate Director/Client Services **Alan Butler**, and between us we concentrate on building relationships with multiple contacts with top IT vendors such as HP, IBM, Nokia, Dell, Microsoft, AMD and Siemens. Although I have a lot of conference calls, I also have a lot of traveling around Europe to meet clients, so it's great to see some new cities and take a run at the beginning or the end of the day!

Q What kinds of lead generation activities are having the most success in Europe?

A We're starting to grow our lead generation revenues mainly from white paper library downloads and secondly from webcasting. We've tested a couple of other lead gen programs recently based around research and also from an audio podcast. Both initiatives have been successful, and we have learned some good lessons so that we can effectively run more of these in the future. The fundamental key to our success is to build our European databases so that we can we can target the right audiences with relevant information in the format they prefer. In some markets we just don't have the capability to generate sufficient leads to meet our clients' needs, and we cannot take the risk of losing business to our competitors.

Q Why has the HP Webcast Program been so successful?

A The HP pan-European webcast, which aimed to showcase HP's leadership in IT service management (ITSM), was successful because it was strong content integrated into other initiatives, including a custom published ITSM Compendium. Also, HP worked together with IDG Global Solutions in a partnership to promote the event to both our audiences in about 30 countries. I would normally recommend not just local language, but local brand, local editor and localized content, but this event took place in English at the most suitable time of day for a live event in Europe and the U.S. As this type of webcast was untested in Europe, it was extremely interesting to find out which non-English-language speaking countries registered for and watched the webcast. In turn this has given us the confidence to grow our webcast proposition into markets such as Poland, Russia and, recently, our first live video webcast in Finland.

Q What kinds of lessons have you learned from the webcast program that business units should be thinking about?

A Content is king. A sales-led approach doesn't work. Make sure you have an analyst for an independent expert opinion and, most importantly, have an IT professional end user who can talk about a real-life case study in their organization on the relevant subject matter. Keep the events as interactive and informal as possible, and never think of a webcast as a stand-alone event. It's archived for on-demand viewing for 12 months and the content is good, so use the content and turn the Q&A session into a free-to-download podcast, create a white paper or multimedia e-paper discussing the webcast debate, create a post-event discussion forum, a teaser video clip or, even better, integrate all of the above into one of our Partnerzones. We now sell our webcast 'extension program' to give our clients the opportunity of making their investments go further and creating a truly integrated campaign.

Q Have you partnered with IDC recently?

A We have been working with IDC on a peer-to-peer maturity assessment program in which IT professionals gain an understanding of how their organizations compare to their peers or competitors in a number of IT arenas such as green IT and virtualization. This is a new initiative that uses our combined capabilities — microsites, e-Paper, research and webcasts — and rolls them into a coherent, integrated program that, for the first time, is being done in partnership with IDC. IDC will create the benchmark and the research questionnaire while IDG will generate research respondents through a custom microsite that contains other news and related content. It's a very simple program as we then turn the results of the research into a live video webcast, including an IDC spokesperson and a multimedia e-Paper. The e-Paper is much more than just a PDF as it integrates video and has all the other capabilities such as search and hyperlinks. (To see the latest multimedia e-Paper from CIO in Germany, go to http://www.cio.de/epaper/.) We are hoping to see our first peer-to-peer maturity assessment program in the coming months.

Q To what extent is IGS getting involved with virtual exhibitions?

continued on page 7

Coming up

Open Source Business Conference
An InfoWorld event
March 25-26
San Francisco
http://www.infoworld.com

SaaScon
A Computerworld event
March 25-26
Santa Clara, Calif.
http://www.saascon.com

Computerworld IT Management Summit
April 1
New York City
http://www.computerworld.com

IT Roadmap: Chicago
A Network World event
April 2
http://www.networkworld.com

IDC Sales and Marketing Effectiveness Summit
April 3
New York City
http://www.idc.com

Computerworld IT Management Summit
April 3
Chicago
http://www.computerworld.com

Storage Networking World
A Computerworld event
April 7-10
Orlando, Fla.
http://www.snusa.com

IDC Enterprise Data Center Forum
April 7
San Francisco
http://www.idc.com

IDG Communications U.S. Top Leadership Meeting
April 8
San Francisco
Contact: nelva_riley@idg.com

IT Executive Forum
A Computerworld/InfoWorld event
April 8
Washington, D.C.
http://www.computerworld.com

For more listings, see the Events calendar on IDG Central.

Two IDG Norway employees run thriving online bookstore

Duo focus on IT titles written by local authors as well as in-house brand

With a staff of two, IDG Norway's BookWorld, an online IT book reseller and publisher (http://www.bookworld.no), has seen record traffic — 150,000 visitors — and revenues in the last fiscal quarter, handily besting its local competitors.

BookWorld — run by Sales Manager **Kjell Klausen** and Editor **Kjetil Fjellmann** — began life in 1994 as IDG Books Norway but in 2005 changed its name to one considered better suited to selling IT books on the Web. "We started with translating Dummies books into Norwegian," Klausen said, "and then began producing books by local authors." Fjellmann edits some of BookWorld's titles and others are done by freelancers.

A book reseller with a catalog of 500 IT titles in Norwegian, BookWorld also produces its own series of books for IT novices with the umbrella title of "Bli kjent med..." ("Get To Know..."). These are largely written by local authors, although some titles are bought from the Danish publisher Libris and translated into Norwegian. Last year BookWorld published 15 new titles. Klausen and Fjellmann are planning to release seven Office 2007 titles in March alone.

"We sell about 3,000 books a month," Klausen said. "When we release new titles the number is higher." BookWorld's best-selling title has been "Bli kjent med Windows XP" by Per Arlov, with sales of more than 10,000 copies at Kr69 (US$13) to date.

Klausen said he and Fjellmann have to focus on selling as well as getting new titles out. "We sometimes call ourselves 'boknisser' or 'book elves,'" he said. BookWorld is a presence at Microsoft Norway events, as well as those of other IT companies, "so we can sell a lot of technical books," Klausen said. "We bring a lot of books with us, as well as take orders for ones we didn't bring."

BookWorld also runs ads in Computerworld Norway and PC World Norway. "Our main competitor is Amazon," Klausen said. "There are several bookshops on the Web in Norway, but they are not serious competitors. In fact, they sell our Norwegian titles."

BookWorld also sells titles to bookstores, training centers, schools and companies. "Most of our sales had been to bookstores," Klausen said, "but now most of our sales are direct to customers through the Web and on the phone." BookWorld saw online sales of more than 2,300 books last year. (Schools and training centers get discounts on books and cannot order via the Internet.)

Editor **Kjetil Fjellmann** (left) and Sales Manager **Kjell Klausen** handle all facets of BookWorld's business.

BookWorld has released some non-IT titles including "Wine for Dummies," "Golf for Dummies," "Dating for Dummies," among others. BookWorld has a license from Dummies publisher John Wiley & Sons to produce Dummies books in Norwegian. "These are doing reasonably well," Klausen said, "and we might do more of them in the future. But since we only are only two people here at BookWorld, we have to focus on IT titles."

For more information contact Kjell Klausen at kjell.klausen@idg.no. WU

IDG Norway at-a-glance

Location: Oslo

Managing director: Morten Hansen; joined IDG in 1983

Number of employees: 57

First publication: Computerworld Norge, 1983

Additional media properties: CIO Computerworld, it-bransjen, Nettverk & Kommunikasjon, PC World Digital Life, PC World Norge, PC World Ekstra, SMB Data

On the Web: http://www.idg.no

Events: CIO Forum, Nettverk & Kommunikasjon Workshops, among others.

EMMI

continued from page 1

model and pull from that content for print.

- Find efficiencies in printing: reduce trim size, change paper.
- Print and online have flipped, with print now complementing online.
- Print keeps the brand alive.
- Print is useful to advertisers as part of a package along with online and events.
- Increase special print issues with high cover price and very targeted content.
- Allocate fewer people to print, more to online.

Participants in the 2008 European Media Management Institute were (front, l-r): ***Jacob Villum****, head of online development, IDG Denmark;* ***Peter Sayer****, Paris bureau chief, IDG News Service;* ***Charlotte Jakobsen****, team leader, Jobworld, IDG Denmark;* ***Simon Yeung****, associate publisher, Computerworld Hong Kong;* ***Niclas Soderlund****, editor-in-chief, Techworld, IDG Sweden. Middle row (l-r):* ***Jeroen Jonkers Roelants****, business development manager, IDG Netherlands.* ***Arantxa Aguilera****, online manager, IDG Spain;* ***Michael Hermann****, country manager, IDG Switzerland;* ***Sven Langenfeld****, sales team lead, print, IDG Germany;* ***Lars Jacobsen****, editor-in-chief, PC World, IDG Denmark. Back row (l-r):* ***Gonny Tholen****, head of marketing, IDG Netherlands;* ***Remco de Graaf****, editor-in-chief, Zoom.nl, IDG Netherlands;* ***Bjorn Unnersaker****, editor-in-chief, PC World, IDG Norway;* ***Frank Maier****, senior online editor, Gamestar, IDG Germany;* ***Joakim Allwin****, marketing manager, special magazines, IDG Sweden;* ***Ulrich von Kapff****, key account manager, IDG Germany. Not pictured:* ***Michael Held****, senior account manager online, IDG Germany.*

Noting that the challenge facing IDGers going forward is learning to focus on brand — not product — management, Kennedy said this will require "vision, an absolute product agnosticism and a fluid understanding of the target audience." He emphasized the need to monitor the information requirements of the audience, their choices among various types of content and the importance of ensuring "our mix matches their needs."

He also encouraged attendees to consider how IDG's audiences have grown. "As we continue to offer mixes of media under a single brand, we are actually creating new audiences," he said. "Most Web sites have 10 or more times the visitors than the readers of a print title. In the days of print-primarily, we pretty much defined a target audience, researched it and delivered content to it. In these days of mixed media, our content creates new audiences, and we need to be very careful not to ignore them because they don't meet the definition of the audience we created the print product for."

"In the days of print-primarily, we pretty much defined a target audience, researched it and delivered content to it. In these days of mixed media, our content creates new audiences, and we need to be very careful not to ignore them because they don't meet the definition of the audience we created the print product for."

— Don Kennedy, IDG Australia

Silvia Bassi, president and publisher of IDG Brazil, spoke on her company's transition from a media-centric business to an information-centric operation. "People often tend to think in terms of being print-centric or Web-centric, focusing on the way content is delivered," she explained. "We have moved away from that to focus instead on the information itself and the needs of our audience. We try to be media and device agnostic. There is no right way or wrong way to deliver content," she said, "only the way the user needs."

Sometimes she said, "they need the face-to-face of an event, or sometimes the instant gratification of the Web, sometimes they have more time to spend and choose print, and sometimes mobile is the answer. If you don't think in this way, you won't be able to meet all the needs of your audience."

"We try to be media and device agnostic. There is no right way or wrong way to deliver content, only the way the user needs."

— Silvia Bassi, IDG Brazil

Attendees at this year's EMMI were invited to attend the European Online Meeting, which took place on the second day of the program, and participants in both the EMMI and the online meeting were invited to the opening reception and dinner for the European Managers Meeting.

Write to laurie_butson@idg.com.

noteworthy people

New employees

Sullivan

LYNN HOLMLUND

CXO Media has hired **Barbara Sullivan** as an ad operations specialist. She previously worked in online advertising and ad operations at Monster.com. She holds a B.A. in history and education from the State University of New York/Potsdam and enjoys walking, reading and knitting. *bsullivan@cxo.com*

Galluccio

IDG WORLD UPDATE

Previously an associate electronics buyer for Amazon.com, **Andrew Galluccio** joins PC World as an ad operations coordinator. He earned a B.A. in communications from Washington State University and in his free time enjoys producing music and attending live performances. *andrew_galluccio@pcworld.com*

Bullard

Hillary Bullard joins Network World's West Coast sales team as a senior account executive, a title she held at her previous job with Reed Business Information's Design News. She holds a B.A. in communications with a minor in business from Keene (N.H.) State College. She is "looking forward to the warmer weather so I can take surf lessons for the first time." *hbullard@nww.com*

Throckmorton

PETER SHORT

IDC's Financial Insights group has hired **Beth Throckmorton** as a senior account executive in Framingham, Mass. She was previously with Comsys Services where she worked as director of globalization projects. She holds a B.A. in political science from the University of New Hampshire and an M.A. in urban and regional planning from the University of Colorado. In her free time she likes to travel, ski and play tennis. *bthrockmorton@idc.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Kan Sze Sze joins IDC Hong Kong's Software division as a senior market analyst. Prior to joining IDC, she spent seven years at Synovate, most recently as a research manager. A graduate of Hong Kong Polytechnic University, she holds a B.A. in tourism management. She recently took up scuba diving, exploring reefs in the Philippines on vacation. *skan@idc.com*

IDC Korea has hired **Yonghyun Kim** as a senior market analyst with the Enterprise Server and Workstation division. He was previously a project manager with ISISKOREA, one of the country's largest localization companies, where he was responsible for product quality and evaluating project performance. He graduated from Hanyang University in Seoul, Korea, with a B.S. in industrial engineering. *yhkim@idc.com*

IT Services Associate Market Analyst **Sim Ei-Leen** comes to IDC Singapore with six years of administrative support experience in IT and IT outsourcing industries. She earned a B.A. in business administration from Australia's Royal Melbourne Institute of Technology. In her spare time she reads self-improvement books and does craftwork. *elsim@idc.com*

Transfers

Lamont

Computerworld Senior Online Projects Editor **Ian Lamont** is now managing editor of The Industry Standard, an InfoWorld spinoff. Based in Framingham, he will be overseeing editorial content on TheStandard.com and creating new services for readers. During his nearly three years at Computerworld, Lamont helped develop, launch and manage several new editorial services, including Shark Bait, Tech Dispenser, online video, podcasts and blogs. His Computerworld blog, The Digital Media Machine, is a Neal Awards finalist for Best Blog. He is a graduate of Boston University's College of Communication and will finish his graduate studies at the Harvard Extension School this year. He has completed additional coursework in Mandarin and Information Technology at the Taipei Language Institute and the Woods College of Advancing Studies at Boston College. *ian@thestandard.com*

InfoWorld Product Manager **Eric Hill** is now director, Product and Design, for The Industry Standard, managing the group's efforts to make the site easier to use and navigate. He has worked in the Web design field for more than 10 years and designed sites for companies such as Broadband Sports, The Hartford, McDonalds and Sun Microsystems. While at Studio Interactive, a design arm of PricewaterhouseCoopers, as well as at InfoWorld, he received three design awards for his work. He studied digital media and animation at Otis College of Art and Design in Los Angeles. *eric@thestandard.com*

Louie

IDG WORLD UPDATE

Previously software engineer with InfoWorld, **Baldwin Louie** is now director, Technology, for The Industry Standard. Also the site's lead developer, he is responsible for the Standard's technological direction. While at InfoWorld, he also led the design and development of a pan-IDG SalesForce.com infrastructure that services sales staff across four business units. He holds a B.S. in management information systems from San Jose (Calif.) State University. *baldwin@thestandard.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Have you seen IDG Central?

IDG's intranet, http://www.idgcentral.com, includes a variety of news, features and employee resources, such as:

Meeting presentations from IDG global meetings such as the PC World/Enterprise Global Product meetings, and, most recently, the European Online Meeting.

IDG Directory: contact information for employees and business units worldwide.

Meet Your Colleague: profiles of employees around the globe.

Writing workshop: new grammar and style tips four days a week.

Classified ads: for sale, for rent, wanted, services available.

Corporate Communications: logos, presentations templates, executive bios, company milestones.

Need a password? Request one at the site today.

service [illegible]nniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

18

John Kelley *Enterprise Services Group*

17

Don Tennant *Compterworld*

16

Robert White *IDC U.K.*

15

Klaus Breu *IDG Germany*

14

Jaikumar Vijayan *Computerworld*

12

Ephraim Schwartz *InfoWorld*

10

Jamie Kalbach *Computerworld*

9

[illegible]hael Fahlsing *CXO Media*
Paul Lyzun *IDC*
Hillevi Billinger *IDG Sweden*
James King *IT World Canada*

8

Michele Wescott *Enterprise Services Group*
Anna Randag *InfoWorld*
Tuan Luong *PC World*
Monica Bennett *IDC*
Mattias Malmqvist *IDG Sweden*
Michele Tousignant *IDC*

7

Kristina Saar *PC World*
Connie Massey *IDC*
Ronald Westberg *IDC*
Wanda Zolcinska-Gajlewicz *IDG Poland*
Michelle Maher *IDG News Service*

6

Jane Skullman *IDG Sweden*
Sara Strong *IDC U.K.*

5

Robyn Patty *PC World*
Ginga Hyodo *IDG Japan*
Luis Garcia *IDC Mexico*
Roberto Gutierrez *IDC Brazil*

4

Al Sacco *CXO Media*
Christina Bleiken Petersen *IDG Sweden*

3

Joe Nguyen *Online Publishing Group*
Jill Paquette *CXO Media*
Vaughn Brown *InfoWorld*
David LaMarche *IDC*
Seth Fishbein *IDC*
Susan Joyce *IDC*
Peace Ning *IDC China*

2

Markus Högberg *IDG Sweden*

1

Kwansah Madani *Online Publishing Group*
Camilla Wernersson *IDG Sweden*
Samuel Carvalho *IDC Brazil*
Cindy Huang *IDC Taiwan*
Jessica Mandrik *IDG Research Services*
Carol Kim *Network World*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Receive IDG World Update as a full-color PDF file

IDG employees can receive IDG World Update as a PDF file — [illegible]h full-color photos — via e-mail. To request this service, write to world_update@idg.com.

Current and archived PDFs are also available for download in the World Update section of IDG Central (http://www.idgcentral.com).

One on one

continued from page 3

The technology and the 3-D virtual environment has moved on very quickly in recent months, and the platform now looks very sophisticated with superb back-end reporting and lead scoring. Although our colleagues in the U.S., for example at CIO and CW, are running virtual exhibitions using the same platform, we are currently educating our clients on the benefits and opportunities. The platform is very flexible and will enable us to use the 3-D virtual environment for exhibitions, seminars, solutions centers or newsrooms to create something custom for our clients. We can use a virtual exhibition for a series of vendors or one vendor that would have a series of 'solution booths' with one or more live days. Some clients are considering running a virtual event on the back of their face-to-face road shows to make the most of re-using the content that has been developed and attracting a broader audience. The social networking side of things is very interesting at the moment, so the peer-to-peer chat in the lounge, the debate following a webcast, the exchange of virtual business cards, collection of your virtual briefcase, etc.; is creating a lot of hype. We have a lot of interested clients, so fingers crossed, we will start to see some action in 2008.

Q What advice do you have for business units that want to increase revenue from video-related advertising opportunities?

A All of our business units should prepare themselves for increased use of video. To begin with, it's not about setting up a costly studio; it's having a camera, basic kit and operator who can film and edit. It's difficult to generate revenue on the back of video as a stand-alone solution such as IPTV sponsorship, so I'd recommend coming up with a series of solutions that you can integrate into already existing programs, such as an editor's welcome video built within a Partnerzone or perhaps an editor/vendor Q&A interview. Think about creating your own video section on your Web site and partnering with other independent news channels. Taking video at your existing face-to-face events is also a good way of generating incremental revenues from your clients. Video is here to stay, and we are seeing increased use of rich media by our audiences as well as much higher investment in rich media from our clients. We still need to show our clients ROI, so be prepared to offer minimum impressions, downloads, watches or listens, or integrate your video into more measurable lead generation programs. Don't forget media training; many editors are not used to being in the spotlight, so having an engaging editor or journalist in front of the camera is very important. WU

Employees are encouraged to send suggestions for columnists they would like to see on this page. All questions will be passed along anonymously. Write to world_update@idg.com.

celebrating 10!

Name
He Bingmei

Home
Beijing

Joined IDG
October 6, 1998

Career path at IDG
Oct. 1, 1998-2000, reporter and editor of the news section, China Computerworld; 2000-2004, deputy director of news section, China Computerworld; 2004-March 2006, news section, China Computerworld; since April 2006, Peoplepk.com, China Computerworld

Current title
I am in charge of the content of http://www.peoplepk.com.

Best part of your job
It is such interesting work and has changed me from a technician to a media person.

Moment at work you will never forget
When my report won great feedback.

Most challenging part of your job
Cooperation among departments.

Ability you wish you had
Speak better English.

Of what accomplishment at work are you most proud?
Participating the launch of our new Web site: www.peoplepk.com

Favorite way to work off stress
Traveling and reading.

What's your favorite thing on your desk?
Flowers

Best piece of advice you've ever received
Treasure the present.

Family
My husband Fu Qing and my 5-year-old daughter Fu Ziqi.

What do you want to become when you were a child?
A journalist.

If you won the lottery tomorrow, you would...
Travel to my dream places.

Favorite vacation spots
The seaside and Tibet.

Favorite movie
"The Matrix"

*China Computerworld's **He Bingmei** was the guest of IDG Chairman **Pat McGovern** at a dinner honoring her 10 years of service to IDG.*

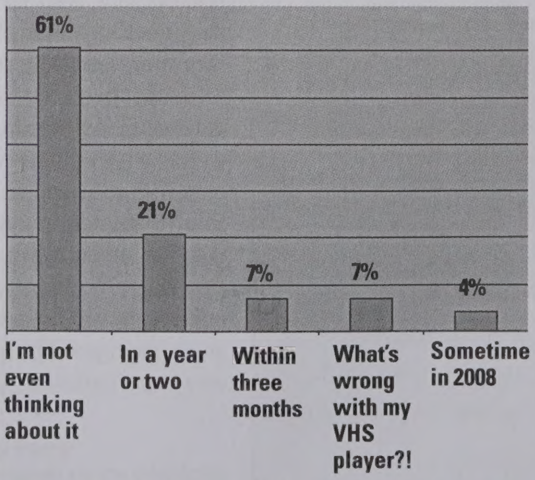
Your idea of a perfect day alone?
Reading

Manager's profile
"He Bingmei is earnest, responsible, intelligent and has a strong sense of news. She works well under pressure and is outstanding in coordination and communication with colleagues."

—Xue Haibin, Chief of Peoplepk.com of China Computerworld Publishing and Servicing Group

Question of the Week results for March 10

Now that Blu-ray is the industry standard, when might you buy a new DVD player?



Log on to www.idgcentral.com to vote on this week's question: **Do you belong to a social network?**

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

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Kjell Klausen *IDG Norway*
Karen Ren *IDG China*
Pham Ngoc Tram Anh *IDG Vietnam*
Sue Lin Lim *IDC Asia Pacific*

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IDG brands win seven Neal Awards, including Grand Neal

PC World Editor-in-chief Harry McCracken takes home Timothy White Award

HOWARD SHOLKIN

*Managing Editor **Sarah Scalet**, Editor-in-chief **Derek Slater** and Publisher **Bob Bragdon** display CSO's award for Best Single Article (circulation revenue under $3 million) for "Red Gold Rush." The article also won this year's Grand Neal Award.*

IDG dominated the 54th annual Jesse H. Neal Awards, held at New York City's Waldorf-Astoria Hotel earlier this month, with three brands capturing seven awards including the prestigious Grand Neal award. In addition, PC World VP and Editor-in-chief **Harry McCracken** took home the Timothy White Award for editorial integrity. Organized by American Business Media (ABM) this year's competition attracted 1,045 entries.

CSO captured both the Best Single Article in its category for "Red Gold Rush," which focused on the burgeoning black market for copper and other metals in the face of rising demand and declining production, as well as the Grand Neal for the same article.

Computerworld took home awards for Best Web site, Best Online Article ("A Week of Leopard") and Best Blog. PC World captured Best Subject-related Series of Articles for its Windows Vista coverage and Best Staff-written Editorial or Opinion Column (Techlog).

continued on page 2

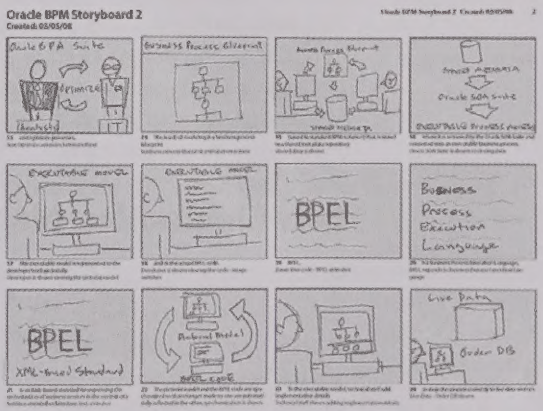
IW InfoBriefs leverage emerging white paper category

Animated features explain key IT technologies contained in white papers

Things are getting animated at InfoWorld.com. Earlier this month the San Francisco-based enterprise site launched InfoBriefs, existing vendor white papers presented in an innovative multimedia format. For each InfoBrief, the InfoWorld Custom Solutions team creates a three-minute animated explanation of the key IT concepts contained in a vendor white paper. A script is recorded and added to a storyboard of four key images that are then animated. InfoWorld expects that these clarifications of complex technologies will attract a new audience of technical IT decision makers for both the site and its vendors.

"InfoBriefs are InfoWorld-exclusive and take the emerging video white paper category to the next level," said **Paul Calento**, senior VP, Strategic Development. "InfoBriefs have a defined look and feel and process. As a result, the advertiser has clear expectations as to what they're getting, and InfoWorld has a unique and defendable product in the market. This is an area that IDG is clearly ahead of the competition on."

While the standalone InfoBriefs can be leveraged as part of existing InfoWorld white paper programs, the video white paper trend is driving new programs, customers and a new revenue stream, according to Calento. The baseline expense for an InfoBrief includes only content creation and posting in the InfoWorld video library. InfoWorld charges clients US$12,500 per InfoBrief. Promotion with guar-



This storyboard shows the development of Oracle's InfoBrief. The "BPEL" slide indicates where the animation appears.

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Inside this issue

Mobile blog debuts on IDG Central *page 2*

One on one: IDC SVP/Worldwide Sales & Marketing Donald Best *page 3*

IDG India's event business continues to grow *page 4*

Jeopardy quiz-show tournament builds business unit bonds *page 6*

Celebrating 10: China Computerworld's Helen Wang *page 8*

Neal Awards

continued from page 1

HOWARD SHOLKIN

Some of the IDGers on hand at the Neal Award ceremony in New York gather to show off their awards. From left: PCW Editor-in-chief ***Harry McCracken****, PCW Editor* ***Ed Albro****, PCW Senior Editor* ***Denny Arar****, PCW Editor* ***Bud McLeod****, CW Editor-in-chief* ***Scot Finnie****, CW Editorial Director* ***Don Tennant****, CW Blogs and Projects Editor* ***Joyce Carpenter****, CW Managing Editor News* ***Ken Mingis****, and CW Online Managing Editor* ***Sharon Machlis****.*

HOWARD SHOLKIN

PC World VP and Editor-in-chief ***Harry McCracken*** *(l) accepts the Timothy White award for editorial integrity from Computerworld Editorial Director* ***Don Tennant****. Tennant won the award last year.*

"To be honored with six Neal awards and the coveted Grand Neal is both very gratifying and a validation of the editorial excellence of IDG media brands," noted IDG Communications CEO **Bob Carrigan**. "The Computerworld sweep in its online category is testament to the success of IDG's transformation to an online technology media company."

McCracken is the third IDG editor to be selected for the Timothy White Award for Editorial Integrity since the award's inception four years ago.

"In the media world, if you don't have readers who trust you, you don't have a business, period," McCracken once wrote. Noted AMB, "His statement gets to the heart of why editorial standards and integrity should matter to publishers as well as to reporters: Reader trust is what drives advertisers to certain publications in the first place."

The Timothy White Award recognizes exemplary leadership in the face of the challenges and pressures that editors face daily. Prior IDG recipients include then-Computerworld Editor-in-chief **Maryfran Johnson** (now editorial director of CXO Media's Executive Programs) and Computerworld Editorial Director **Don Tennant**. WU

New Mobile Alert blog on IDG Central will focus on IDG's move to mobile

Noting that "today, we are on the cusp of another massive media shift as users create and consume content and also network on their personal Internet-enabled mobile devices," IDG Communications Executive VP/ Online **Colin Crawford** launched a new Mobile Alert blog on IDG Central this month.

Crawford *Briscoe* *Rybak*

Crawford will be joined by IDG Global Solutions Director of International Sales **Christina Briscoe** and Management Associate **Olga Rybak** in discussing the opportunities and challenges IDG business units face as they prepare to meet the growing demand from users and advertisers for content delivered via this "third screen."

"We'll experience some of the mistakes that happened with the transition from print to online," Crawford wrote. "We started with a digital replica of our magazines and newspapers online — (TV did that with radio, too!) However, this evolved with the realization that content had to be specifically created for the new medium of the Internet. The same will happen with the move to mobile. As content creators and publishers we need to create content for the medium and develop interfaces to meet the needs of our audiences. We need to think through exactly what type of content our users want on their smart mobile devices.

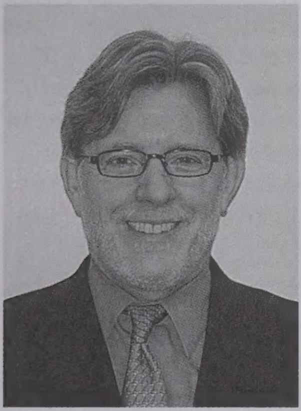
"I strongly believe that IDG has to start preparing for this mobile revolution. The transition will be faster than the transition from print to online and will result in another transformation of our company over the next few years." WU

Be part of the mobile conversation

Log onto http://www.idgcentral.com to read more about the mobile blog and contribute comments. Need a password? Request one at the site.

one on one the interview

Donald Best
IDC's SVP/Worldwide Sales & Marketing is this week's columnist. Reach him at dbest@idc.com.



> *"IDC is almost always the highest-priced provider, and we can justify this premium by showing the customer the high value of our services."*

Q How was IDC's sales performance over the past year, and what are the prospects for the year or two ahead?

A This past year, IDC sales continued to grow at a healthy pace, thanks to an excellent set of services focusing on customers' business priorities. Services that are doing particularly well include research on emerging markets, such as China, Brazil, Russia and India; research on vertical industries and small and medium business; and role-based research offerings, which target specific job functions, such as the CMO and the senior sales executive. With all of IDC's products in their arsenal, IDC salespeople are experts at diagnosing customers' needs and then offering the right solution, in conjunction with our well-regarded research analysts. IDC is almost always the highest-priced provider, and we can justify this premium by showing the customer the high value of our services. We also continue to invest in ongoing sales training programs at IDC. For example, our negotiation training helps IDC salespeople successfully maneuver around procurement professionals, who are highly trained to drive down prices. I'm happy to say that we continue to be successful in this challenge.

Over the next year or so, we expect similar growth. Although we will be challenged by worldwide economic conditions, IDC's research is designed to help customers target the opportunities they need to grow and prosper. In that sense, IDC services become even more valuable during tough economic times.

Q How is the sales function organized at IDC?

A Our organizing principle for sales is to be aligned with customers. We continually analyze how our sales resources can be best deployed to maximize both customer satisfaction and bookings growth, using three categories: size, industry and location. Size relates to the actual and potential revenue opportunity for IDC with a given customer. The bigger the opportunity, the more resources we deploy on an account. In addition to size, we segment account assignments by industry, so that our salespeople become experts in their customer's business and are therefore able to add more value. Location is important for smaller accounts, where we can be more efficient in allocating sales resources.

This way of organizing our sales resources is consistent around the world. Each of IDC's regions, which are the U.S., Canada, Latin America, EMEA (Europe, the Middle East, Africa), Japan and Asia/Pacific, deploy their sales teams in a consistent manner.

Q How does IDC coordinate its sales resources around the world?

A IDC has approximately 300 global accounts. In each of these accounts, an IDC global account team is deployed to provide seamless global service and to insure that all opportunities within the account are captured. A global account manager is assigned in the region where each customer is headquartered; a number of regional account managers are assigned to the customer's regional operations. In some cases, we will assign a local account manager to the team to address the customer on a country level. These teams develop and implement account strategies in coordination with our research staff. Sales incentive plans for these global accounts are designed to promote maximum collaboration. Our customers tell us that IDC delivers far more value than any of our competitors because of this global selling program, and they reward us by giving us the highest share of spending.

Q What are the biggest changes you've seen in the last few years in terms of what customers are seeking from IT market intelligence?

A Among the many changes, two stand out. Customers want to find more and more opportunities for sales and growth. As the IT sector matures, detailed segmentation by industry and geography is critical. Customers also want their IT intelligence to be actionable; this means that the research must help to increase sales, or increase cost savings, or both. IDC must present a compelling business case for everything we sell, from research reports to worldwide market models.

Q How do IDC's and IDG's sales teams work together, if at all?

A IDG is the only IT media company with a leading IT research firm. As customers move marketing communications spending into broad solutions-based programs, IDG stands to benefit from its association with IDC. IDG's Corporate Sales team targets a number of accounts with solutions ideas in coordination with IDC. The wins have been impressive, and we expect to see this business growing even more. In addition, I'm a member of the IDG Corporate Sales operating review board (ORB), which helps in collaboration and overall business planning.

Q How do sales and marketing work together at IDC?

A Because I'm responsible for sales and corporate

continued on page 7

IDG India's events business takes many forms

Two new offerings are a custom roundtable and an environmental event

Events — "green" and otherwise — are becoming a growth market for IDG India. In January, the Bangalore-based group put together a custom roundtable for Nortel that added INR675,000 (US$16,600) to its bottom line. IDG India is currently in talks with Nortel for another six to eight roundtables this fiscal quarter. Also on IDG India's events docket was the new CIO Green Edge Exchange in Delhi last month.

According to IDG India Marketing Manager **Siddharth Singh**, Nortel was "keen to engage with Indian CIOs during a visit to India by Joel Hackney, president, Enterprise Solutions, Nortel Networks, U.S. However, they were not sure which format would best meet their objective." IDG India suggested a roundtable discussion in which 10 to 12 leading CIOs and the Nortel representative would meet to share their thoughts on a given topic and then interact with the Nortel team over dinner. The roundtable would also be covered for an upcoming issue of CIO India, thus giving Nortel wide coverage among the readers of the magazine.

"Nortel liked the idea," Singh said, "and we did a roundtable for them in January in Mumbai in which 13 CIOs participated." The discussion topic, suggested by Nortel, was Improving Productivity By Deploying Unified Communications. IDG India Editor-in-chief and roundtable moderator **Vijay Ramachandran** personally invited the CIOs. "Since the roundtables have a small number of participants, we have to ensure that we recruit only the most relevant and the best from across the vertical markets Nortel wanted to target," Singh said.

According to IDG India VP Event Sales **Sudhir Kamath**, CIO India has a reputation for hosting some of the best-managed events in the enterprise IT space and attracting the biggest CIOs from across the country. "The Nortel roundtable was no exception," he said. "The roundtable and the post-event coverage in the magazine impressed Nortel immensely, and now they are keen to do other roundtable events across India. They see the roundtables as powerful opportunities for their senior team to interact with CIOs, some of whom they perhaps have not been able to get to through their normal sales and marketing efforts."

CIO Green Edge Exchange was a part the Green Edge program, a 360-degree platform comprising print, online and events initiated by CIO India to spread awareness about green IT to Indian CIOs. The conference — "a huge success," Kamath said — was held Feb. 27 in New Delhi and drew more than 60 CIOs and senior IT executives. P.D. Jose associate professor, Corporate Strategy and Policy, with the Indian Institute of Management in Bangalore delivered the keynote presentation, which was followed by a Q&A session and a presentation by presenting partner IBM.

Supporting sponsors included Microsoft, D-Link, Emerson and ADC Krone. The IDG India sales team, under the supervision of Kamath, managed to sign on the sponsors within a month of announcing the event. "This was made possible by some swift marketing activity and by identifying the right set of prospects and going after them," Kamath said.

For more information write to siddharth_singh@idgindia.com. WU

The CIO roundtable in January featured a discussion with (l-r): Panelist Sunil Mehta, CIO JWT; roundtable moderator ***Vijay Ramachandran****, editor-in-chief, IDG India; Joel Hackney, president, Enterprise Solutions, Nortel Networks.*

Events basics

IDG India VP Event Sales **Sudhir Kamath** offered the following tips on growing an events business:

- Always have a finger on the market pulse and what prospective sponsors might want.
- To get repeat business, over-deliver on clients' value expectations.
- Keep an eye out for custom event opportunities — such as annual customer meetings, user conferences, channel roadshows, etc. — where you can add value to the clients' in-house events.

IDG India events at-a-glance

IDG India produces a wide range of events related to its brands, as follows:

CIO 100 Symposium and Awards Ceremony: CIO's flagship event is a day-long seminar with IT expert speakers and an awards ceremony that recognizes excellence among India's top CIOs.

CIO|08 The Year Ahead: This is the largest forward-looking meeting for CIOs and senior IT executives, in which they examine key technology trends that will affect their organizations in the next two years.

CIO Focus Series: These debate-based seminars shine a spotlight on the hottest enterprise IT issues in security, storage and infrastructure. Each series is followed up with a special issue of CIO India dedicated to the subject.

Channel Congress: Channel Congress will be India's first national event for IT channel marketers and will give them a chance to hear the business propositions from India's leading IT companies. IT channel members can also see the latest products the firms have to offer and expand their business. The congress is scheduled for April 17-18 in Mumbai.

IDG

Current Jobs, Week of March 24, 2008

BU	Category	Title	Location	Contact	Email	Phone
Computerworld						
	Online Sales	Account Services Specialist	Framingham	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
CXO Media						
	EP	Senior Content Producer	Framingham	P.Chisholm	pchisholm@cxo.com	508.935.4734
	EP	Sales Associate	Framingham	P.Boyle	pboyle@cxo.com	508-935-4192
	Editorial	Editor	Framingham	P.Chisholm	pchisholm@cxo.com	508.935.4734
	Online	Senior Web Producer	San Francisco	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Online Editorial	Online Editorial Director	Framingham	P.Chisholm	pchisholm@cxo.com	508.935.4734
	OPG	Java Developer	Framingham	P.Boyle	pboyle@cxo.com	508-935-4192
	CEC	Group Services Manager	Framingham	P.Boyle	pboyle@cxo.com	508.935.4192
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Energy Insights						
	Sales	Sr. Account Executive, Energy Insights	Framingham, MA	Leah Barton	lbarton@idc.com	508-935-4336
Health Industry Insights						
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	Research	Operations Analyst, WW Trackers	Framingham, MA	Susan Brown	sbrown@idc.com	508-935-4099
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	Research	Research Analyst, Software as a Service	Framingham, MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
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	Research	Program Manager, PC Tracker	San Mateo, CA	Susan Brown	sbrown@idc.com	508-935-4099
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Go to http://careers.idg.com to view all current job opportunities at IDG

InfoBriefs come together in four weeks

Paul Calento, InfoWorld SVP, Strategic Development, provided this look at the typical workflow in putting together an InfoBrief package.

- **Week One/Day One**: Project kickoff call with InfoWorld custom expert, project manager and the client.
- **Week One/Mid-Week**: InfoWorld receives existing white paper and writes a two-and-a-half minute narrative. After adding an introduction, the final audio is about three minutes long. Advertiser indicates any charts or graphics from white paper that should be included.
- **Week Two**: Script (approximately 500 to 1,000 words) and rough storyboard are submitted to client for review. Script will revolve around four animated images.
- **Week Three/Mid-Week**: Draft version of the animated white paper is sent to client for review.
- **Week Four**: Client can make one round of changes. Additional changes require a US$500 charge for each round.
- **End of Week Four**: InfoBrief video white paper is launched on the site.

InfoBriefs

continued from page 1

anteed impressions, leads or downloads requires an additional, separate fee.

"InfoBriefs are an example of how an IDG brand like InfoWorld can create a new product that helps gain revenue and market share by leapfrogging the competition," Calento said. "While many companies are encouraging the integration of multimedia within a white paper, InfoBriefs bring a white paper to life in a new medium, optimized for Web and mobile distribution."

Calento said that, like many of the multimedia projects InfoWorld has launched in the past several years, InfoBriefs were inspired by an ongoing editorial project. In this case it was InfoWorld's InfoClipz, animated shorts launched last year that explain core enterprise IT concepts in three minutes or fewer (see IDG World Update, Feb. 19, 2007).

InfoBriefs include four animated slides.

"The idea came from listening to our customers who, when viewing the editorially driven InfoClipz, started asking how they could leverage a similar initiative on behalf of their organizations," Calento said. InfoWorld VP of Integrated Media Sales **Hal Mentlik** drove the sale of the first InfoBrief to EMC, while Account Manager **Jane Evans** led the sale of a similar concept to PGP. InfoWorld Director of Marketing **Kaila Bongiovanni** put together the sell sheets for the sales teams to use.

InfoBriefs run only three minutes because "we live in an era of buyers with short attention spans," Calento said. "Over the past two years, InfoWorld conducted primary research on various types of media consumption. As readers identified a time threshold of five minutes for video, we halved that, given that people are often overly optimistic with their time."

Five multimedia tips

Paul Calento, InfoWorld senior VP, Strategic Development offered the following five tips on developing and launching multimedia and video initiatives:

- Make sure that there is reader need and advertiser interest before you get started.
- Build an internal methodology for how you will produce, showcase and present any multimedia.
- Integrate, rather than isolate, your multimedia within existing content flow and assets, adding scale whenever possible.
- Focus on the program, not the media type.
- Innovate. Brand your offerings and avoid 'me-too' approaches.

By focusing on four images, Calento said InfoWorld reduces the time and costs it takes to produce each InfoBrief. "Due to the way animations occur, each image moves around, making it appear like there are more than four core images. This sophistication of process allows InfoWorld and IDG to produce a better product more efficiently and cost effectively."

According to Calento, most custom programs focus on developing new content. "InfoBriefs focus on utilizing and repackaging existing content," he said. "InfoBriefs explain the advertisers' solutions — their best assets — in a manner that is clear, concise and in a multimedia format." He added that the InfoBriefs are being used internally by the advertisers themselves.

EMC is already integrating InfoBriefs into its own Web site, Calento noted. "Most vendors are interested in ways to distribute these video white papers across their company, given that they explain technical concepts many within an organization don't understand."

There are currently two InfoBriefs on the site, with 14 more in production. Projects are coordinated and built by InfoWorld staff, although the animation is outsourced. "As the InfoBrief initiatives expand, our client services and technology teams will be handling the programs," Calento said.

InfoBriefs are listed in the InfoWorld video player and are marketed contextually via newsletters and in other ways, according to Calento. "Based on the promotions package chosen, they can be promoted and distributed within a box-like banner, as a gated lead generation program or on a per-download basis," he said. The most successful strategy, he added, has been via in-banner video, which InfoWorld calls 'Shout Out.' Clicks on those banners have been as high as three times the average click-through rate. "For an advertiser that promotes the videos in-banner, an InfoBrief can be seen hundreds of thousands of times. This is a scale unrivaled in the industry."

Reaction from advertisers and corporate accounts has been "very strong," Calento said. "Our initial goal was to ramp up to 10 videos per month, but, based on response, there appears to be an even greater demand."

If you have any questions about this program, contact Paul Calento at paul_calento@infoworld.com.

noteworthy people

New employees

After working as a temporary employee with CXO Media's online group, **Mary Kittredge** joins the IDG Enterprise Services Group as circulation controller. She studied administration and business at Boston's Chandler School for Women and enjoys perfecting her golf game, card playing and socializing with friends. *mary_kittredge@idgenterprise.com*

Returning employees

Johnson

Maryfran Johnson returns to IDG as editorial director of CXO Media's Executive Programs. She spent 15 years at Computerworld, the last five as editor-in-chief, leaving to go a magazine startup. She then ran her own IT executive events/CIO round table company and spent the last year as chief content officer for Evanta's CIO Executive Summits. At CXO Media she is charged with agenda development, speaker recruitment and editorial coordination with the editor-in-chiefs of CSO and CIO magazines for the executive events produced by the Executive Programs division. These days, her chief interest is "Camille, a 1911 Steinway seven-foot grand piano. She is the dreamy culmination of many years of piano lessons, haphazard but earnest practicing, and a promise I made to myself at age 12 that I would one day own a grand piano. My husband, Doug, is very tolerant of all this since the TV is at the other end of the house." *mfjohnson@cxo.com.*

Blended business units bond over "Jeopardy" tournament

The answer is "A way to improve communications between departments and business units." The question? "What is Computerworld/Online Publishing Group (OPG) Jeopardy?"

CW Executive Assistant to the Editor-in-chief/Editorial Office Manager **Linda Gorgone** organized the 11-game Jeopardy tournament, following on the success of the pool tournament she put together last year when Computerworld and OPG [the combined online teams from CW and CXO Media] all moved into offices at One Speen Street in Framingham, Mass. "The pool tournament was a way to get to know each other in those blah days of the winter of 2007 as we were just merging office space and didn't know our neighbors," she said.

Earlier this year it was rumored — truthfully, it turned out — that OPG Senior Producer/Multimedia **Lisa Boles** was scheduled to appear on the real Jeopardy game on TV. (The broadcast date for Boles' appearance has not yet been announced.) OPG Director of Product Development **Tom Pimental** offered Gorgone his computer Jeopardy game, and another team-building tournament was born.

After putting the word out to One Speen Street, Gorgone had 21 contestants from Computerworld editorial and events, OPG and CIO magazine.

The initial round with three players began on Feb. 11 in the Speen Street employee kitchen with six rounds following during the next two weeks. "Each player had to learn the feel of the electronic game controller," Gorgone said, "which unfortunately got the best of some people who were ahead but just couldn't buzz in fast enough or hit the right button to lock in their answer and lost it all." Final playoffs were held in early March. Each game took about 40 minutes and drew up to 20 people cheering on their co-workers.

Finalists for the championship on March 6 were **Ken Gagne**, Computerworld associate community editor; **Valerie Galluzzo**, OPG Web producer; and **Dawn Petersen**, OPG senior Web designer. Petersen emerged victorious and received a $50 gift certificate from Best Buy.

JOE MOLA

*The Jeopardy finalists were (front row, l-r): **Ken Gagne**, Computerworld; **Dawn Petersen**, Online Publishing Group (and Jeopardy winner) and **Valerie Galluzzo**, OPG. Back row: Tournament organizers **Tom Pimental**, OPG; and **Linda Gorgone**, Computerworld.*

Although she won all of her preliminary rounds, Petersen claimed not to have done any extra studying. "We have a fairly large kitchen area here at Computerworld with a TV. Jeopardy reruns used to be on at 12:30 p.m. every day, and some of us would eat and play along with the show; that was my studying," she said. "For our game, just like in real Jeopardy, part of your success or failure is luck of the draw along with having a good understanding of what you really know when it comes to betting and ringing in. There were tons of 'D'oh! I knew that!' moments but also plenty 'I have no clue' moments, including the Final Jeopardy categoy in the semi-final round: Rocket Science."

"It's always fun to gather and make new friends with folks you pass in the hall but don't have the time to get to know," Gorgone said. "It makes for a friendlier work atmosphere."

Write to linda_gorgone@computerworld.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

25
Cynthia Sparrow *IDC*

23
Terry Lee *IDG Australia*

21
Richard Villars *IDC*
Michele Kallin *IDC*

19
Judy Bonasoro *IDC*
Kirsten Højrup Petersen *IDG Denmark*

18
John Kelley *IDG*
Sara Messmer *Network World*

16
Tom Hoffman *Computerworld*
Maggie Murphy *IDG*

15
Lisa Golden *IDG List Services*

13
Mike Weigand *IDG Entertainment*
Jacki McDonald *IDC*

10
Karen Cash *IDC*
Jane Jordan *IDG*
Denise Dubie *Network World*

9
Vernon Turner *IDC*

8
Lisa Blackwelder *InfoWorld*
Suzanne Woodruff *IDC*
Lisa Stabile *IDG*
Ryan Francis *Network World*
Vanessa Teal *IDC U.K.*

7
Alexis Barrera *PC World*

6
Timothy Moynihan *PC World*
Emilie Ingram *IDC*
Dora Yang *IDG China*

5
Jimmy Svensson *IDG Sweden*
Satoshi Fukutomi *IDC Japan*
Keith Elshout *IDC U.K.*
Fabrice Alessi *IT News Info*

4
Shawn McCarthy *IDC*
Amber Chin *IDC Malaysia*
Alexia O'Sullivan *IDC U.K.*
Helena Tian *IDG China*

3
Peter Babb *InfoWorld*
Dennis Lodin *IDG Sweden*
Brian Woodrow Nielsen *IDG Denmark*
Joanna Skura *IDG Poland*
Jerson Yau *IDC Australia*
Roberta Braga *IDG*
Bnni Shen *IDG China*
Alina Qiu *IDG China*

2
Kellie Parker *PC World*
Godfrey Chua *IDC*
Petr Jirovsky *IDC*
Henric Jogin *IDG Sweden*
Mariola Rauzer *IDG Poland*
Charlotte McCormack *IDG World Expo*
Darren Bibby *IDC Canada*
Nana Li *IDG China*
Raymond Ho *IDG China*

1
Erin Coull *InfoWorld*
Boyd Chastant *IDC*
Kao Yang *IDC*
Timothy Doherty *IDC*
Carina Lobel *IDC Chile*
Célia Sarauza *IDC Brazil*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Get World Update via e-mail

IDG employees can receive IDG World Update in a full-color PDF file via e-mail. To request this service, write to world_update@idg.com. Current and archived PDFs are also available for download in the World Update section of IDG Central (http://www.idgcentral.com).

One on one

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marketing, it's very easy to ensure close collaboration between the two groups. Our marketing teams are very hands-on in the sales process and clearly contribute to bookings growth. Besides helping sales with leads, the marketing team also gets very involved in formulating customer solutions and proposals on an account-by-account basis. Their intimate knowledge of IDC's services and analyst capabilities adds great value to the sales process.

The IDC marketing team also leads broader initiatives such as branding, marketing communications, sales tools, customer events, product management and marketing communications.

Q How do you find new customers for IDC's services?

A New customers come from existing accounts, in addition to new accounts. IDC's continual investment in research enables us to launch new products for existing customers. For example, we offer more services related to in specific industries; through our Insights companies, we provide deep coverage in Finance, Energy, Manufaturing, Health Care, and Government, for example. IDC also offers guidance to our customers on how to take advantage of high-growth geographies, including China, Brazil, India and Russia, among others. With our focus on deep account penetration, our account teams continually find new buyers in existing accounts.

> *"Our customers tell us that IDC delivers far more value than any of our competitors because of this global selling program, and they reward us by giving us the highest share of spending."*

The recent high rate of start-ups in software and services enables IDC to find new accounts, and we have a team dedicated to identifying these companies, determining their needs and tailoring solutions that will help these companies grow.

IDC's sales team also sells to the buyer market, that is, the IT departments of big corporations. IDC's Insights subsidiaries sell to IT buyers with industry-specific services, but IDC also sells access to IDC analysts and research to support IT procurement.

The financial industry is another very large IDC opportunity. We have a team dedicated to selling to the equity analysts and investment bankers of leading Wall Street firms, as well as venture capital and private equity firms. We continually offer new services to these markets to help them with their recommendations and deals.

celebrating 10!

Name
Helen Wang

Joined China Computerworld
January 1997

Career path
January 1997-March1999, Expo Department, China Computerworld; April 1999-November 2001, CCW Net December 2001-present, CCW Research.

Current title
Vice President/Sales & Marketing, CCW Research

Best part of your job
Learning about new technology and trends of the IT industry.

Of what accomplishment at work are you most proud?
I won the honor of "Top Salesperson" for three successive years.

Outside interests
Cross-stitch embroidery and playing PC games.

What do you want to become when you were a child?
A diplomat.

Retirement dreams?
Setting up a kindergarten.

*IDG Chairman **Pat McGovern** hosted **Helen Wang** at a dinner in Beijing in appreciation for her years of service at China Computerworld.*

Manager's profile
"Helen Wang is an outstanding sales manager, careful, considerate and reliable. She always takes the lead to accomplish the sales targets, and coordination, negotiation and cooperation are among her many abilities. She has always been very popular wherever she works and is highly regarded by all her managers."

— Qu Xiaodong, president, CCW Research

off line for fun

Thanks to the following contributors who responded to the March 3 haiku contest. The challenge: Describe in verse what re-energizes you during a mid-afternoon slump.

Three cups, four cups, five
Caffeine – the key to great deeds
Crash. Wings melt. I fall.
— Patrick Kenney, IDG International Publishing Services

Had a yummy lunch
Suffering from food coma
Coffee, anyone?
— Jerry Weltsch, IDC

Four p.m. slow down
Of server. Like clockwork, my
Anger revives me.
— Robyn Patty, PC World

The sun is shining
CSS bugs are vexing.
Time for some fresh air.
— Valerie Galluzzo, Online Publishing Group

Visit to Facebook
A quick game of Scrabulous
Oops! Here comes the boss!
— Ken Gagne, Computerworld

Send silly IMs
Get back goofier replies
Laugh out loud. All's well.
— Karen Blackmore, Energy Insights

eBay, or Starbucks
A cat nap under my desk
Caffeine always wins.
— Kristin Bradshaw, CIO Executive Council

Question of the Week results for March 17

Do you belong to a social network?

LinkedIn -- 23%
Facebook -- 16%
Both -- 35%
Other -- 3%
None -- 23%

Log on to IDG Central to vote on this week's question: **Have you ever posted a video to a video-sharing site?**

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Lisa Boles *OPG*
Paul Calento *InfoWorld*
Linda Gorgone *Computerworld*
Joe Mola *Computerworld*
Dawn Petersen *OPG*
Karen Ren *IDG China*
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CW employee rallies colleagues for in-house online training

> *"I figured we could all learn from our peers, even about subjects we already know a lot about. I know that I end up learning something at every one of these sessions."*
> *— Sharon Machlis*

While attending last November's IDG Media Management Institute in Boston, Sharon Machlis had an epiphany of sorts. "As I sat listening to one presenter after another sharing information about our company and our market, it struck me: We have a lot of very smart, knowledgeable people in this company." And who better to learn from about our business, thought Machlis, than the talented people we work with? Back at her office, Machlis, online managing editor for Computerworld, wondered why the MMI model couldn't be replicated at her business unit to help demystify the online products and tools that have become so central to everyone's work.

"Everybody here understands that our future lies online and that it is critical that we familiarize ourselves with the concepts and the strategies and the tools that we use everyday to create content and connect with our audience," Machlis said."I figured we could all learn from our peers, even about subjects we already know a lot about. I know that I end

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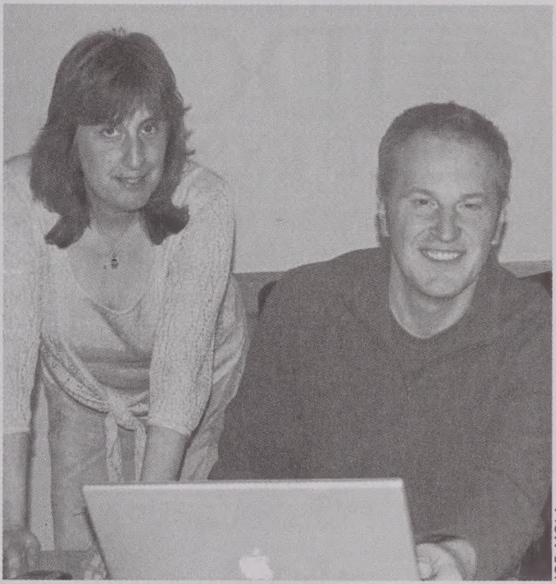
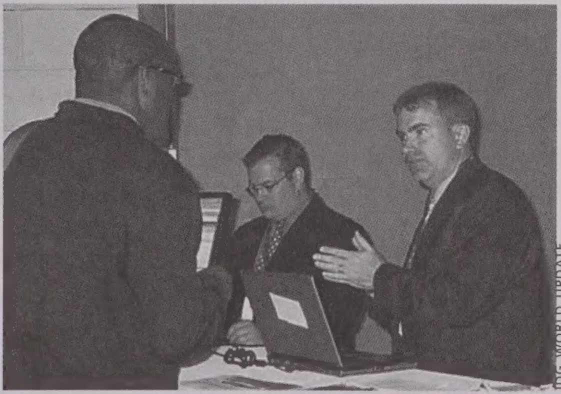

JOE MOLA

*Computerworld Online Managing Editor **Sharon Machlis** conceived the idea for the Get Smart Fast about Online training series while attending the IDG Media Management Instititute last November. With her is **Matt Goebel**, managing producer in the Online Publishing Group. Goebel led a session last week on preparing video for Brightcove.*

IDC's Directions event incorporates new video elements

As it has in its previous 42 editions, IDC's annual industry conference, Directions 08, showcased IDC's expertise in analyzing the issues shaping the IT, telecommunications and consumer technology markets.


IDG WORLD UPDATE

*IDC VP/Pricing and Leasing Evaluation Services **Brian Clarke** talks to an attendee at the Directions Boston demo area while Research Analyst **Reuben Miller** works nearby.*

New elements of this year's edition in San Jose, Calif., (March 11) and Boston (March 19) included incorporating video into pre-event publicity and onsite, and improving the efficiency of connecting attendees with analysts.

Subtitled "Tech X.0: Mastering New Business Models and Markets," Directions 08 looked at the "X.0" marketplace, where an explosion of convergence is driving new, mashed-up offerings and models, fueling new demands in traditional and emerging customer segments, and redefining industry alliances. A total of 1986 people attended.

More than 100 IDC analysts were involved with keynotes, special interest lunches, breakfast briefings and 35 breakout sessions. This year's Featured speakers for the morning general sessions were SVP/Chief Research Officer **John Gantz**, VP/Small-

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IDG World Expo brings its event expertise to bear on a new industry: fashion *page 2*

Computerwoche's lead-gen efforts help makeCeBIT jobs forum a success *page 2*

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Celebrating 10: CEOCIO China's Xiangming *page 8*

New cartoon caption contest *page 8*

in brief

IDG World Expo brings its event expertise to bear on a new industry: fashion

IDG World Expo earlier this month announced that it is launching a new event for the Los Angeles fashion industry. REVEAL Los Angeles... The Fashion & Design Event will break new ground for both World Expo and the fashion industry when it launches March 13-15, 2009. It will thereafter be held twice a year to coincide with L.A. Fashion Market Weeks.

"Our No. 1 focus has always been on creating world-class events," noted IDG World Expo CEO **Mary Dolaher**, who pointed out that "unlike other IDG business units, we are not tied to a particular editorial focus or a unique audience, and we feel it is important to explore the viable event opportunities that come our way."

Prior to rejoining IDG last year, Dolaher spent more than a decade with the Entertainment Software Association heading up the team that produced the Electronic Entertainment Expo. With numerous contacts in the Los Angeles business community, "we see a fair number of business opportunities come our way," Dolaher explained. "After a great deal of due diligence that included significant research and interaction directly with leaders in the L.A. fashion industry, it was clear that there was a need for an event such as this and that we could fill this void."

REVEAL Los Angeles...The Fashion & Design Event will be unique in that it will combine both a fashion runway/designer presentation element with a trade expo where designers can show their lines and interact directly with retail buyers for purchasing opportunities, Dolaher explained. "Other fashion programming in the worldwide marketplace typically offers one element or the other, not both." Dolaher said that "having these two elements together makes the event unique and provides a more efficient and effective experience for all involved — designers, retail buyers and the media."

In addition, the new event will include an evening celebration to bring the local fashion community together, which is both a "unique and crucial component," Dolaher said, "since we want to build the event around the input of and to meet the needs of the L.A. fashion community."

Fashion is the second largest creative industry segment in Los Angeles, following only the entertainment industry, with 2006 revenues of $35.6 billion. REVEAL Los Angeles...The Fashion & Design Event will take place at the California Market Center, L.A. LIVE and several other venues in the downtown Los Angeles area.

For more information, contact Charlotte McCormack at charlotte_mccormack@idg.com.

Lead-generation and employer branding drives CeBIT job forum success

Computerwoche's Jobs & Careers Forum at CeBIT has long been a focal point for visitors to Europe's biggest IT trade show, but the 2008 edition was "the most successful in the last five years," said Computerwoche Publisher **Michael Beilfuss**. An emphasis on lead-generation activities and employer branding for the participating partners was critical to its success.

Last month's forum in Hannover, Gemany was housed in a new, 800 sq. meter booth area and provided "a more open and easily accessible, marketplace-inspired environment," Beilfuss said. Thousands of visitors stopped by to get information on a wide range of topics and meet with representatives from more than 30 companies, including Accenture, Dell, Siemens, Hewlett-Packard and Microsoft. Some 100 speakers and panelists gave presentations, and more than 18,000 job cards —an onsite lead generation tool — were distributed.

This year, in the weeks prior to CeBIT, Computerwoche launched an intensive online pre-registration and lead generation campaign at computerwoche.de that garnered more than 2,500 qualified leads for Forum partners within just four weeks.

"We received overwhelmingly positive feedback from both exhibitors and visitors, and our success has helped to fill our sales pipeline for the next CeBIT in March 2009," Beilfuss said, noting that the Forum brought in 50% more gross profits this year than in 2007.

Germany enterprises are shaking off years of recession and stagnation, Beilfuss said, and now with the recruitment market healthy once again, Computerwoche is in a very good position to leverage that prosperity. "We believe that lead-gen services will be a driver for our future success in this area. Even a traditional event like the Jobs & Career Forum gets a boost from being associated with innovative lead-gen services both on the Web and onsite."

*(L-R): IDG Chairman **Pat McGovern** toured the Jobs & Career Forum at CeBIT along with IDG Business Secretary to the Publisher **Tanja Braun** and Computerwoche Publisher **Michael Beilfuss**.*

In addition to Beilfuss, key contributors to the development of this year's forum were IDG Business Media Secretary to the Publisher **Tanja Braun**, **Ursula Nehring** and **Natalie Ferreira Nunes** (sales) and **Hans Königes** and **Karen Funk** (editorial).

Write to Michael Beilfuss at mbeilfuss@idgbusiness.de.

the interview

one on one

Matt Smith
The executive VP/COO of the Enterprise Services Group is this week's columnist. Reach him at matt_smith@idgenterprise.com.

"The CEOs involved in the Enterprise Services Group have made it clear; they want ESG to get the work done faster and more accurately and do it for less."

Q What is the Enterprise Services Group, and why was it created?

A In mid November 2007, the CEOs of Computerworld, InfoWorld, CXO Media and Network World combined their "back office" resources for the following departments: finance, facilities, circulation, production and distribution. This combination was the beginning of IDG's Enterprise Services Group (ESG). This step was taken to facilitate the sharing of best practices and enable efficiencies that otherwise would not have been possible.

Q What kind of impact has ESG had since its formation?

A The CEOs involved in ESG have made it clear; they want ESG to get the work done faster and more accurately and do it for less. We have been able to do some of that in FY08, and we expect to improve further as we head into FY09. Our new group is still in the "discovery phase" of our existence. By being side by side, we expect to discover even more areas of efficiency.

For example: Instead of having three separate production teams in three separate buildings, we are bringing those groups together into one location. Computerworld's former production team (now ESG) moved from 1 Speen Street to the 492 Old Connecticut Path building in February and is now along side its counterparts from ESG, formerly of CXO Media. Network World's production team will join the group in July, when the company relocates from Westborough. By having this team together, we will be able to have one color output device for the group (instead of three machines), one management and career path structure (instead of three), and ultimately one set of common best practices.

Q Does the formation of this group signal a shift away from IDG's historic decentralized culture?

A The short answer is no. When compared to a centralized culture, decentralized business units are able to react much quicker to their customers and meet the needs of their respective markets without having to cut through a lot of corporate red tape. The newly formed ESG has a unified team able and willing to support the business units as they meet the needs of their respective customers.

Above, I labeled ESG as a "back office" group. This is not meant to be demeaning in any way, but the functions of these five departments are clearly different from those "customer facing" departments that need to remain decentralized. Whether we have one finance team or four should be transparent to the outside world (except for the smoother processes we hope to facilitate in the background).

Finally, there is a history of some support teams (or back office groups) operating across multiple business units. IDG Accounting operates in this fashion. In fact, the distribution group (now part of ESG) has been handling the work for multiple business units for more than 25 years.

Q How would you summarize your responsibilities?

A Much of my day-to-day work is in the finance area of the four participating business units, whose combined revenues exceed $150 million per year. In addition to that mantle, I have the privilege of working alongside 29 other dedicated ESG employees. They each know their respective and diverse responsibilities. My job is to let them do their work and resist the temptation to micro-manage.

Q What have you learned during the process of blending previously separate functional departments?

A It has been quite enlightening to see the similarities and differences of the various business units. Each business unit brings some best practices into ESG, from which the other business units can learn. I am also impressed with the quality of people working around IDG (especially those now working together at ESG).

Q What are you doing to help ESG employee connect as one team?

A Certainly the support of the three CEOs [**Matt Sweeney** has responsibility for both InfoWorld and Computerworld] has helped get ESG off on good footing. When announced, the five ESG departments were in three buildings and had minimal contact with each other. Since that point, we have begun the process of bringing similar departments together physically and also expanded the communication between the groups. The process of moving and combining of departments won't conclude until Network World moves to Framingham in July. ESG managers try to make weekly visits to their teams regardless of where they are located, and we have an all-ESG meeting once a month.

Q Until your new role with the Enterprise Services Group, you were one of Computerworld's

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Directions

contineud from page 1

Medium Businesses and Home Office Research **Ray Boggs**, Research VP/Health Industry Insights **Scott Lundstrom** and SVP/Research **Frank Gens**.

While planning this year's event Director of Operations/U.S. Conference Group **Joan Jolley** said her aim was "a multipurpose, multimedia effort to bring more video and life" to both the marketing strategy and the Directions stage itself.

Video presentations on Web site

In the weeks leading up to each Directions event IDC.com's home page featured videos of the speakers for the morning's general sessions giving a summary preview of their presentations. Each of the videos included footage of other IDC analysts from the U.S., Latin America, Asia/Pacific and the EMEA region talking about the markets and technologies in which they specialize.

Systems Specialist **Paul Lyzun**, who has a personal interest in videography, taped the Framingham, Mass.-based speakers. He edited those and cut in the international videos. "Our colleagues outside the U.S. were so great about these; they turned them around within two weeks," Jolley said.

During his presentation at Directions, Gantz paused to add, "here's what our global colleagues have to say," and the international analyst segment of his promotional video appeared on the main stage screen. "This was a great way to expand the number of analysts on the main stage and to show IDC's global reach," said IDC President & CEO **Kirk Campbell.**

Lyzun also videotaped 29 analysts onsite during the conference talking about their research focus. The video clips will be posted on IDC.com along with a link where visitors can purchase research at the IDC online store.

This year the main stage featured different backdrop images, rather than an IDC logo, that reflected the topic of each presenter's theme, lending a distinctive feel to each presentation.

Jolley said the new elements of the morning presentations resonated with attendees. While evaluations are still being analyzed, the results for the content and presentations were very positive.

IDC and IDG collaborated on a number of levels this year for the benefit of their respective audiences. PC World, Macworld, Network World and Computerworld signed on as sponsors, and IDG Communications CEO **Bob Carrigan** encouraged the sales reps to promote tickets to clients. The home page of IDG.com featured a prominent Flash placement of the Directions logo and a link. IDG Ventures sent an e-mail blast to members of the venture capital community, resulting in 60 new registrations in just two weeks from individuals who had never been to Directions before.

IDG WORLD UPDATE

IDC's annual Directions conference requires the involvement of well over 100 onsite volunteers from various IDC departments. A subset of those assisting with the Boston included (seated, l-r): Director of Operations/U.,S. Conference Group ***Joan Jolley*** *and Senior Sales Business Analyst* ***Ruth Sager****. (Standing, l-r): Desktop Support Specialist* ***Scooter Joyce****, Junior Staff Accountant* ***Danielle DeMao****, Group Operations Manager* ***Doreen Francy****,Group Operations Coordinator/IT Dept.* ***Lindsay vanGulden****, Assistant Accounting Manager* ***Maureen Coughlan*** *and Registration Contractor Joanne Wittren.*

Improved access to analysts

Given that one of Directions intentions is to "make connections" between attendees and analysts, one of this year's goals was to improve the process to make that happen. Previously, in order to sign up for a one-on-one meeting with an analyst, attendees had to wander around to locate 50 different paper signup sheets (one per analyst) onsite, which included lengthy analyst bios. This year, Senior Systems Specialist **Kirk Mitchener** created a searchable database of analysts participating in Directions.

At Directions' new Analyst Connection Kiosk, stocked with 12 computers, IDC staff who served as customer liaisons could access the information they needed to match visitors and analysts and signed up attendees online, logging more than 280 one-on-one appointments. Post-Directions, the database can be used by staff that want to familiarize new employees with the analysts and their specialties.

The day before Directions in San Jose, IDC's five Industry Insights companies collaborated on their second annual half-day conference, Industry Insights '08, which educated IT suppliers about technology buyer behavior, needs and investment priorities within the energy, financial services, government, health and manufacturing industries. The event had a 33% increase in attendance from last year, and 46% of its attendees also attended Directions.

Write to Joan Jolley at jjolley@idc.com.

Directions' video feed viewed by IDC Canada event attendees

In another example of video usage at Directions, there was a live video feed of Boston's general sessions to IDC Canada's Experience Tech '08 conference that took place simultaneously in Toronto. It was the first time Directions had broadcast its content live to another jurisdiction. More than 250 Canadian attendees saw Boston's morning presentations as well as the closing afternoon keynote by Tom Kelley, author of "The Art of Innovation: and general manager of the firm IDEO. "I think the successful use of the live video feed bodes well for future events, both here and elsewhere," said **Diane Pickett**, manager of sales operations and marketing for IDC Canada.

Experience Tech '08 targeted emerging technology companies and capital investors and focused on the disruptive market trends and players in key sectors such as mobile, search and communications. The Directions video provided a taste of IDC's expertise and thought leadership to a brand-new audience in Canada, Pickett said. IDC Canada's partner for the event was MaRS, a non-profit organization that connects science, technology and social entrepreneurs with business skills, networks and capital.

Contact Diane Pickett at dpickett@idccanada.com.

More photos online

Additional photos from Directions can be found with this article on IDG Central.

Targeted presentations focus on Computerworld-specific topics

To date, there have been seven presentations in Computerworld's Get Smart Fast about Online series. These include:

- **Strategies for touting your online content**, Joyce Carpenter, blog and project editor, Computerworld.
- **Communities on the Web**, Ian Lamont, former senior editor/new media (now with the Industry Standard).
- **Overview of Omniture SiteCatalyst**, Tom Pimental, director of product development, Online Publishing Group
- **Lyris mysteries revealed**, Sarah Welcome, customer intelligence manager, Corporate Services Group
- **What every reporter and editor should know about HTML**, Joyce Carpenter, blogs and projects editor
- **How to prepare, upload and code images for Computerworld.com**, Dawn Petersen, senior Web designer, Online Publishing Group
- **Computerworld.com 101**, Sharon Machlis, online managing editor
- **How to prepare and upload videos to the Brightcove platform,** Matt Goebel, managing producer, Online Publishing Group.

Get Smart

continued from page1

up learning something at every one of these sessions.”

So she approached Computerworld Editor-in-chief **Scot Finnie** with her idea and received an immediate green light.

The first session in Computerworld's Get Smart Fast about Online training series took place just two weeks later when Blogs and Projects Editor **Joyce Carpenter** presented Strategies for Touting Your Content Online. During the one-hour session, Carpenter examined a number of the key technology aggregator sites on the Web and discussed ways to be successful in touting our content on those sites.

JOE MOLA

Online Publishing Group Managing Producer **Matt Goebel** explained how to prepare and upload video to Computerworld's Brightcove platform at a session last week.

To date, there have been eight sessions covering everything from HTML basics for reporters and editors to Web communities and an overview of the Omniture SiteCatalyst analytics tool, each taught by various staff members at Computerworld and the Online Publishing Group. Machlis presented a session called Computerworld 101, which offered colleagues a behind-the-scenes look at the Web site and how stories are selected for the home page, how the news pages are created, which areas of the site are automated and which are slotted by editors, who oversees what portions of the site, and a brief look at the tools online editors use to update the site and keep track of what's going on.

Sessions run approximately once or twice a month and are kept to one hour, which helps to ensure that reporters and editors can attend sessions that interest them despite the pressure of daily deadlines, Machlis explained. They are also held in afternoon, allowing reporters and editors on the West Coast to participate remotely.

“The Get Smart Fast training sessions are specifically aimed at our tools, our technologies, our infrastructure, and our needs,” Finnie said, explaining the program's popularity. “It has been a highly attended, hugely successful effort because all the dots are connected. There's no need to translate the instructions to apply to different tools. People at all levels can attend these meetings and get something out of them,” he said.

“There's an intangible benefit to this training series that's hard to describe,” Finnie added. “It has boosted morale among our 45 editors and 5 regular contract editors. Because different individuals from the team have stood up to give these sessions, there's a sense of us helping us. We're taking control of the information people need to learn to do their jobs better, and that's a good feeling.”

> *“Because different individuals from the team have stood up to give these sessions, there's a sense of us helping us. We're taking control of the information people need to learn to do their jobs better, and that's a good feeling.”*
>
> *— Scot Finnie*

Machlis said upcoming sessions will likely focus on blogging, video and using structured data to better organize information for easier search and retrieval.

For more information, contact Sharon Machlis at Sharon_machlis@computerworld.com. WU

Be part of the mobile conversation

IDG Communications EVP Online **Colin Crawford**, IDG Global Solutions Director of International Sales **Christina Briscoe** and Management Associate **Olga Rybak** have launched a new Mobile Alert blog on IDG Central to discuss the opportunities and challenges IDG business units face as they prepare to meet the growing demand for content delivered via this “third screen.” Log onto http://www.idgcentral.com. Need a password? Request one at the site.

noteworthy people

New employees

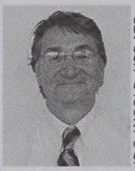
Based in Kolkata (formerly known as Calcutta), **Mayur Sahni** is IDC Asia Pacific's new senior market analyst with the Asia Pacific IT Services Opportunities program. With five years of IT experience, he was most recently an enterprise mobility senior analyst with Current Analysis. He holds a B.E. specializing in electronics and communications from India's Manipal Institute of Technology and an M.B.A. with an emphasis in marketing from the Institute of Management Technology/Ghaziabad. A former rugby player, he is married with two young children. *msahni@idc.com*

PETER SHORT

Talamini

IDC Framingham has hired **Miriam Talamini** as a research analyst with the Mobility Computing Consumer Markets group. She was previously a client program manager with Cymfony. She holds a degree in international communications from Hanze University in Groningen, the Netherlands. *mtalamini@idc.com*

Michael Bobrowicz joins IDG Tech Network in San Francisco as sales director; he was previously director of sales for Strategic Oxygen. He holds a B.S. in education from Seton Hall University in South Orange, N.J., and an M.A. in interactive telecommunications from New York University. In his free time he enjoys gardening, golf and spending time with his family. *michael_bobrowicz@idg.com*


IDG WORLD UPDATE

Bobrowicz

Returning employees

After working as an account executive at InsideTrack, an educational services company, **Tom Keane** returns to IDC California in San Mateo as a sales manager, this time with the Sector Accounts group. A graduate of the United States Military Academy at West Point with a B.S. in general engineering, in 1994 he led a deployment of troops in support of humanitarian relief operations to Haiti as a U.S. Army transportation officer. In his free time he enjoys skiing and cycling and recently completed a 100-mile charity bike ride. *tkeane@idc.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Correction

Mary Kittredge was incorrectly identified in last week's Noteworthy column. She is the new circulation coordinator for the IDG Enterprise Services Group.

One on one

continued from page 3

longest-serving employees, having joined back in 1980. To what do you attribute your lengthy tenure?

A I recently read the story of a 100-plus-year-old man who was asked about the secret to his longevity. He said that he and his wife had decided when they were first married that rather than argue, one of them would go for a walk outside whenever they had a disagreement. He attributed his longevity to the fact that he got lots of fresh air over the years.

I was lucky enough to be brought into IDG in 1983, when the company I was working for was purchased by **Pat McGovern**. In 1987, I transferred to Computerworld in Framingham. Since that point, I've served many different CEOs and transitioned from one business strategy to another. It's hard to point to any one single factor leading to the many years of service, but perhaps it's staying levelheaded when economic cycles turn downward. Plus, I always remember that there are three kinds of people in the world, those who can count, and those who can't. Maybe I am one of those that can.

Q **Obviously there have been significant changes to many aspects of IDG's business over the years, but what elements of the IDG culture or business have stayed — relatively — the same, and what changes have had the most impact on your day-to-day responsibilities?**

A My experience is that the culture of an organization is a reflection of top management. Poor management leads to a bad culture. Or as my fisherman uncle would say; "A fish rots from the head." Fortunately, Pat McGovern has created a culture at IDG which is to be envied by others. That positive influence or culture lives on through Pat from the 10th anniversary dinners to the holiday visits with employees. Sometimes we forget how fortunate we are here at IDG.

Employees are encouraged to send suggestions for columnists they would like to see on this page. All questions will be passed along anonymously. Write to world_update@idg.com.

Bob Carrigan talks about social networking on IDG Central video

IDG Communications CEO **Bob Carrigan** was one of four panelists at the recent SIIA Information Industry Summit in New York. Carrigan and fellow panelists addressed issues surrounding B2B Social Networking: Content Provider Strategies.

Six five-minute videos from the panel discussion are posted on the home page of IDG Central. If you don't yet have a password for the intranet, request one at http://www.idgcentral.com.

Question of the Week results for March 24

Have you ever posted a video to a video-sharing site?

Yes -- 30%
No -- 70%

Log on to http://www.idgcentral.com to vote on this week's question: **How many laptop or desktop computers are in your house?**

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

23

Dolores Hermosell *IDG Spain*
Ramon Nacenta *IDG Spain*

21

Magdalena Koch *IDG Germany*
Stephen Tozeski *IDG List Services*

20

Kirk Campbell *IDC*
Peter Gruber *IDG Germany*

18

Denise Haines *IDC*
Simone de Bruin *IDC Benelux*
Hans Koeniges *IDG Germany*
Susanne Kirmaier *IDG Germany*
Andrea Piontek *IDG Germany*
Setsuro Tamai *IDG Japan*

17

Christoph Burkhart *IDG Germany*
Claudia Dudkin *IDG Germany*
Barbara Sullivan *Network World*

15

Andrea Weinholz *IDG Germany*

13

Christian Meyer *IDG Germany*
Madeleine Bonk *IDG Germany*
Sebastian Hirsch *IDG Germany*

12

Adam Jadczak *IDG Poland*
Viktor Falkteg *IDG Sweden*
Petra Beck *IDG Germany*

11

Michael Schebesta *IDG Sweden*
Andreas Koschinsky *IDG Germany*
Elisa Della Rocco *Network World*

10

Jerry Yang *IDG China*
Magnus Müller *IDG Sweden*
Roland Wiltscheck *IDG Germany*
Peter Mueller *IDG Germany*
Gunnar Lott *IDG Germany*

9

Beata Kolecka *IDG Poland*
Caroline Garnier *IDC France*
Jonas Lindholm *IDG Sweden*
Claudia Heinelt *IDG Germany*

8

Bertrand Lemaire *IT News Info*
Frank Wang *IDG China*
Robert Mahowald *IDC*
Helle Kierkegaard *IDG Sweden*
Peter Nyström *IDG Sweden*
Lia Pitarresi *Nuov@Periodici Italia*
Petra Schmitz *IDG Germany*
Andreas Mallin *IDG Germany*
Agam Shah *IDG News Service*

7

Sonia Singh *IT World Canada*
Lars Danielsson *IDG Sweden*
Robert Brännström *IDG Sweden*
Peter Hoellriegal *IDG Germany*
Canio Martino *IDG Germany*
Aki Hosokawa *IDG Japan*
Mari Goto *IDG Japan*

6

Hiromi Koyanagi *IDG Japan*

5

Nora Valencia *IDC Argentina*
Susana Folgado *IDG Spain*

4

Vivian Liu *IDG China*
Jie Wu *IDC*
Siat Siah Yoong *IDC Malaysia*
Emily Tree *IDC Singapore*
Francisco Nogal *IDC Mexico*
Thomas Zeller *IDG Germany*

3

Ryan Reith *IDC*
Christine Britsas *IT World Canada*
Ademar de Abreu *IDG Brazil*
Aranzazu Asenjo *IDG Spain*
Wouter Diemer *IDG Netherlands*

2

Kathleen Quirk *IDC*
Robert Cabral *IDC*
Thomas Rubel *IDC*
Nestor Arellano *IT World Canada*
Jace Tang *IDC Singapore*
Eileen Tan *IDC Singapore*
Yasmina Benjelloun *IDC France*
Thomas Parrot *IDC France*
Stefan Tanamal *IDG Netherlands*
Evan Schaafsma *IDG Netherlands*
Annika Norberg *IDG Sweden*
Johan Hallsenius *IDG Sweden*
Dan Nystedt *IDG News Service*
Rob Notarfonzo *IDC Canada*
Ching Lee *IDG*
William Stein *IDG World Expo*

1

Justin Jaffe *IDC*
Fiona Wu *IDC China*
Young-Wook Kim *IDC Korea*
Mia Cosme *IDC Philippines*
Alma Concepcion *IDC Philippines*
Kel Ang *IDC Singapore*
Inouye Tohru *IDC Japan*
Waldemar Schuster *IDC Brazil*
Marieke Bouman *IDG Netherlands*
Dick de Groot *IDG Netherlands*
Arnold le Fébre *IDG Netherlands*
Tomoyuki Tamagami *IDG Japan*
Emily Taylor *IDC Canada*
Yekaterina Georgiyevskaya *Network World*
Whitney Tavis *Network World*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Coming up

Storage Networking World
A Computerworld event
April 7-10
Orlando, Fla.
http://www.snwusa.com

IDC Enterprise Data Center Forum
April 7
San Francisco
http://www.idc.com

IDG Communications U.S. Top Leadership Meeting
April 8
San Francisco
Contact: nelva_riley@idg.com

IT Executive Forum
A Computerworld/InfoWorld event
April 8
Washington, D.C.
http://www.itexecutiveforum.com

IDC Virtualization Forum
April 8
San Francisco
http://www.idc.com

Computerworld IT Management Summit
April 15
Washington, D.C.
http://www.computerworld.com

IT Executive Forum
A Computerworld/InfoWorld event
April 16
Atlanta
http://www.itexecutiveforum.com

Energy and Utilities Summit
April 16
Denver, Colo.
http://www.idc.com

Computerworld IT Management Summit
April 17
Atlanta
http://www.computerworld.com

Computerworld IT Management Summit
April 22
Cambridge, Mass.
http://www.computerworld.com

More listings in the events section of IDG Central.

celebrating 10!

Name
Liu Xiangming

Home
Beijing

Current title
Publisher and Editor-in-chief, CEOCIO China

Moment at work you will never forget
The first issue of CEOCIO China

Most challenging part of your job
The next issue.

Best way someone could compliment you on your work?
"We read every issue of your magazine."

What talent do you wish you had?
Speaking fluent English.

Favorite way to work off stress
Mountain climbing.

Best piece of advice you've ever received
When I need to say "no," say it immediately.

Interests outside the office
Reading, traveling, movies, sports and computer games.

If you won the lottery tomorrow, you would...
Nothing would change.

Favorite vacation spot
Africa

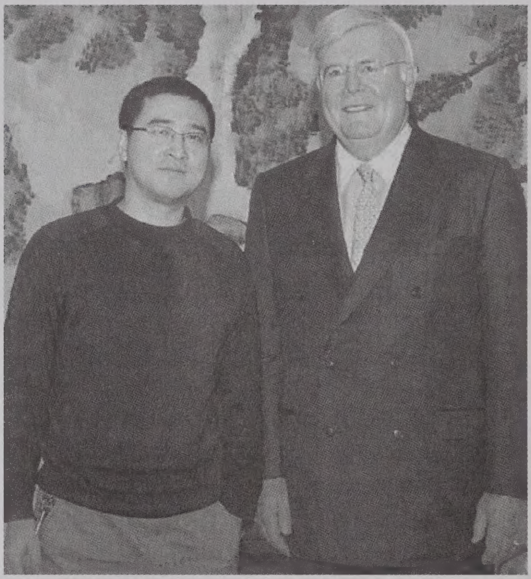
Retirement dreams?
Traveling around world.

off line for fun

It's that time again! Create a brief caption for the cartoon at right and send it to *IDG World Update* by April 29.

The IDG employee with the most humorous submission will have a choice of receiving either an official "Off Line" t-shirt imprinted with an original Rich Tennant cartoon or a copy of Rich Tennant's book of cartoons, *Downloaded*. The honorable mention winners will receive IDG sport safes.

Send your creations to world_update@idg.com or fax them to 617-423-0712.



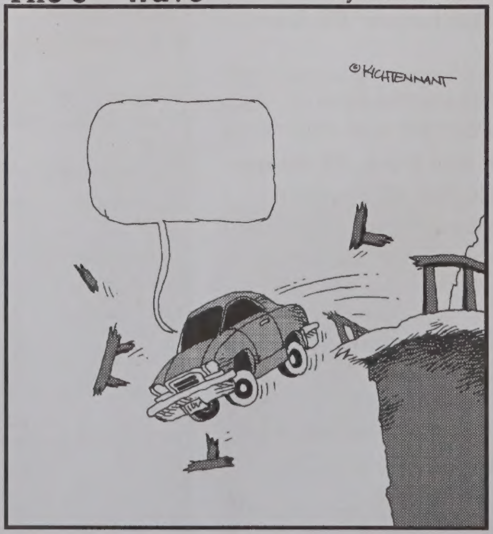
***Liu Xiangming** was the guest of IDG Chairman **Pat McGovern** at a dinner celebrating his decade of service to the company.*

Manager's profile

"Since joining CEOCIO China, Liu Xiangming has written a large number of influential articles, which have great impact among readers. After being appointed as the editor-in-chief of the publication, he launched Top CIO Award in China and "CIO Forum," which achieved great influence. After he became the publisher, Liu Xiangming led the team to renovate http://www.ceocio.com.cn, launch a subsidiary magazine entitled 30+, and open an English-language Web site, www.cbfeature.com, laying good foundation for the future development of CEOCIO China.

— Chen Mei, president & CEO of China Computerworld Publishing and Servicing Group

The 5th Wave By Rich Tennant



and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Doreen Francy *IDC*
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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 Web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG also publishes more than 300 magazines and newspapers in 85 countries. IDG's media brands include CIO, CSO, Computerworld, GamePro, InfoWorld, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, Entertainment for All Expo (E for All), Storage Networking World and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events. More details at http://www.idg.com.

IDG World Update

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WWW.IDGCENTRAL.COM

Carrigan named CEO of IDG Communications Worldwide

Bob Carrigan *will oversee IDG's worldwide print, online and events businesses in 85 countries.*

Effective immediately, **Bob Carrigan** has been promoted to CEO of IDG Communications Worldwide from his current position as CEO of IDG Communications U.S. In this expanded role, Carrigan will oversee IDG's media operations, including print, online and events, in 85 countries around the world.

"Bob has done an outstanding job growing IDG's media business in the U.S.," said IDG Chairman and Founder **Pat McGovern**. "With his new responsibilities, Bob can speed the globalization of IDG's brands and foster the sharing of best business practices among IDG's media properties around the world."

Since 2005, Carrigan has been CEO of IDG Communications U.S., with oversight of IDG's U.S. media brands including CIO, Computerworld, CSO, GamePro, InfoWorld, LinuxWorld, Macworld, Network World and PC World. In addition, the heads of IDG World Expo, IDG International Publishing Services, IDG Corporate Sales, IDG List Services and IDG Research Services report to him.

Going forward, the chairman of the Operating Review Board (ORB) of each of IDG's overseas media operations will report to Carrigan. He will become chairman of the ORB for several country operations.

Carrigan began his career at IDG in 1987 as a college intern, rising to sales management roles at Digital News and PC World before leaving for Internet start-up Spinner, an IDG portfolio company that was acquired by AOL. Carrigan returned to IDG in 2003 as president and CEO of Computerworld. WU

IDG Sweden launches "green procurement" event

Swedish Crown Princess Victoria Bernadotte (center) stands between Miljöaktuellt Editor-in-chief ***Mikael Salo*** *(left) and Lars Parkbring, chairman of the board for IDG Sweden's event partner, Miljöstyrningsrådet. Representatives of the award-winning companies are at far left and right.*

IDG Sweden's newest event got the royal treatment last month, as Swedish Crown Princess Victoria Bernadotte presented the awards at a Stockholm conference focused on environmental considerations during the corporate purchasing process.

Grön Upphandling ("Green Procurement") was arranged jointly with a government-owned company, Miljöstyrningsrådet, whose task is to inform organizations how responsible purchasing decisions can reduce environmental impact.

The conference, the result of a partnership developed by Business Manager **Ingemar Jansson**, drew more than 400 managing directors, suppliers, environmental consultants and purchasers from the public and private sectors. Another 100 would-be attendees were on a waiting list, as the venue, a renowned former jazz club, had limited seating.

Members of the Swedish royal family have often spoken about their concern for environmental issues, and the princess quickly accepted Miljöstyrningsrådet's invitation to participate in the event. As one

continued on page 2

Inside this issue

Computerworld moves media kit online *page 2*

One on one: CW President, CEO & Publisher Matt Sweeney *page 3*

New employees share their impressions of IDG *page 4*

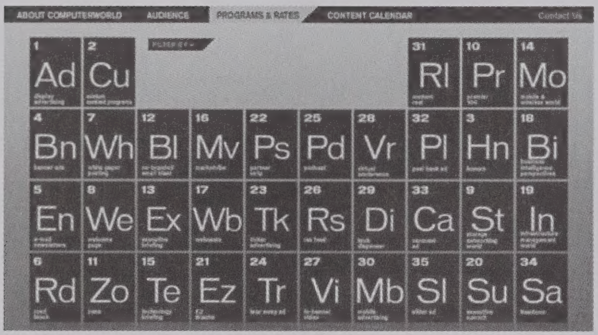
Celebrating 10: China Computerworld's Zheng Yi *page 8*

Cartoon caption contest *page 8*

Computerworld moves media kit online

With so much of today's media online, Computerworld last month put its media kit there as well (http://www.computerworld.com/mediakit/).

"The days of the big, bound 50-page media kits are over, I think," said **Matt Duffy**, group VP of marketing for Computerworld and InfoWorld. "Clients still like to receive information as hard copy, but they don't want to have to read a book to understand who you are."



Media kit users can click on an 'element' – Wh for white-paper posting or Vr for virtual conference – and the site shows an animated example of the element along with a descriptive narration on how it can help a marketer.

Duffy said Computerworld put the effort into creating this kit, knowing that these pages are often the first place a non-advertiser might look when investigating programs with the Framingham, Mass.-based publication. "Before they even try to contact us for information, some prospective clients take a look at our media kit to get an idea of how we can help them."

Computerworld worked with its marketing firm, Decision Counsel, on the creation of the online media kit. Duffy said the CW marketing team developed all the content and the outline, and Decision Counsel "put it all together."

The 35 elements that CW can offer clients — from peel-back ads and e-mail newsletters to events such as Storage Networking World and the Computerworld Premier 100 – are shown in a version of chemistry's periodic table of the elements loaded with Flash animation. Click on an 'element' – Wh for white-paper posting or Vr for virtual conference – and the site shows an animated example of the element along with a descriptive narration on how it can help a marketer. Voiceovers were provided by **Ian Lamont**, formerly CW's senior online projects editor and now with The Industry Standard, and a professional female voice artist.

"This kit was all about Flash for us," Duffy said. "Even though Flash isn't brand-new, it still really wows people for some reason. We have some kind of Flash animation on every page, but the biggest task was creating short Flash demos around our ad products and programs. But now, using this elemental table, our sales team can send clients directly to any one demo based on what types of products they're pitching."

Duffy said Computerworld still has a print media kit, albeit a much smaller one than in the past.

Duffy said the value of doing this engaging online kit will not be measured in page views. "It will ne be about traffic to this area, but if we can get one new client to call us because the online kit showed them something interesting or if we can get an existing client to really understand a new ad product because they've seen a demo on the online media kit, then it has served its purpose."

Write to matt_duffy@computerworld.com. WU

IDG Sweden

continued from page 1

of the 20 speakers, she congratulated the winners of two new annual awards established by the government company: Excellent Green Supplier and Excellent Green Purchaser

The conference also included two seminars: one on how purchasing power can be a catalyst for clean tech development and worldwide demand for clean technologies, and another on new laws and initiatives regarding sustainable procurement.

Last year, IDG Sweden bought Miljöaktuellt, a 35-year-old government magazine that is Sweden's largest environmental magazine. IDG Sweden merged it with its almost five-year-old environmental and sustainable business title, Dagens Miljö, and kept the well-known Miljöaktuellt name. The merged product, which is published nine times a year, has a circulation of 15,000 copies with a majority of readers paid subscribers.

Other events arranged and owned by Miljöaktuellt and IDG Sweden include Sustainability Day, which focuses on top management issues and will be held April 23, and a corporate social responsibility conference that is slated for the end of the year.

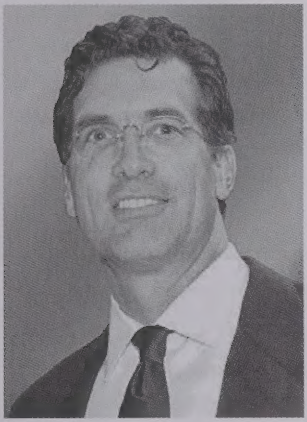
Miljöaktuellt Editor-in-chief **Mikael Salo** said his team has recently invested a lot of effort in the site http://www.miljoaktuellt.se, and traffic has multiplied. Currently 6,000 to 7,000 professionals visit weekly, and a professional community on sustainability will launch April 23.

IDG Sweden's other environmental title, Sustainability Sweden, is an English-language guide to th Swedish clean tech industry that is circulated globally. The second issue will be published in the next few months.

Write to mikael.salo@idg.se. WU

one on one the interview

Matt Sweeney
The president, CEO and publisher of Computerworld and InfoWorld is this week's columnist. Reach him at matthew_sweeney @computerworld.com.



nother trend is the commoditization of lead generation at a time when it is more difficult to cultivate a customer relationship. We must attract new customers in incremental market segments within enterprise tech and build lead nurturing programs that allow us to work with key partners and prospects over time."

Q You took on the role of CEO for InfoWorld last August. How are things going?

A I'm happy to report that InfoWorld is back on track with profitable revenue growth. From a strictly financial perspective, we are on track to make our year-end profit goal, which is a significant turnaround given the challenges of last fiscal year.

Outside of financials, the team has recently celebrated a number of impressive achievements: The InfoWorld online sales team closed the month of March at an all-time record-breaking high reflecting a year over year increase of close to 80%. We're growing our database with an unprecedented response to the Save XP Petition (which has resulted in more than 100,000 sign-ups) and strong use of our "e-mail a friend" technology. And finally, our Web site is consistently breaking the 2 million page view per month mark this year with this past month hitting 3.6 million.

Q What are the most important trends occurring in today's market that will have an impact on our media businesses?

A Online media is maturing, and growth is increasingly being driven by new products and approaches. We're well positioned in this area but need to be increasingly nimble because differentiation is key to driving new revenues. Similarly, customer desire to experiment with new media requires us to rapidly expand into new areas and launch engaging programs. Strong brands like Computerworld and InfoWorld are uniquely positioned to succeed here with brand equity and existing revenue relationships that pure-play start-ups just can't match. We can develop and launch new products immediately with paying advertising. Examples of our response to these trends include Computerworld's lead gen programs that add an awareness component to traditional demand generation, using slider and carousel ad units and InfoWorld's podcasts, InfoClipz and InfoBrief videos and new mobile projects.

Another trend is the commoditization of lead generation at a time when it is more difficult to cultivate a customer relationship. We must attract new customers in incremental market segments within enterprise tech and build lead nurturing programs that allow us to work with key partners and prospects over time, rather than project to project.

Q Can you talk a bit about some of the new initiatives that you are most excited about coming out of both Computerworld and InfoWorld?

A The biggest and most obvious product-related trend in our space right now is a movement toward more video and rich media advertising. IDC predicts rich media/video will be the fastest growing segment in online advertising over the next three years, growing almost twice as fast as lead generation (the second hottest in terms of growth). Computerworld and InfoWorld are both finding ways to tap into this opportunity. InfoWorld's InfoClipz are brief animated Flash/video presentations that graphically describe a technology and how it works; these have done very well from a sponsorship standpoint. InfoWorld has also launched custom versions of these Flash-based videos called InfoBriefs that allow the sponsor to have more input into the content of the video. Computerworld is about to launch a new video player using Brightcove technology, and we're going to the market with many video packages, some of which include content from our events. The Computerworld online team has also used client input to develop some unique rich media ad units such as our slider ad, carousel ad and content reel.

In addition to video and rich media, we are exploring what business models might exist that leverage social media and — cautiously/opportunistically — mobile. From video white papers and sponsored video interviews to social media around face-to-face events and virtual trade shows, the Computerworld and InfoWorld brands continue to innovate within their competitive set.

Q What are the concerns/challenges you hear most often from our customers?

A ROI ... ROI ... ROI. More and more customers are asking for engagement metrics. The days of just delivering an Excel spreadsheet of leads are gone; advertisers want to see not just how many leads a site can deliver, they want to see how those registrants interacted with their content. How long did they spend with the sponsor's content? How many pieces did they interact with? What combination of content pieces did they engage with, etc.? These are all metrics that lend themselves well to video/rich media content, but all of us at IDG have to find better ways to measure these types of metrics to meet the advertiser need, and we are depending on our client services teams who do an excellent job of delivering that added value beyond simply managing the mechanics of a program.

Q Do you think social networks have a role to play in business? Can you explain?

continued on page 6

“Newbies” share early impressions of IDG, IDC

On the job for less than a year, colleagues from various business units identify some common themes

IDG World Update contacted a randomly selected group of employees who have joined the company since May 2007 and asked what they think of working for IDG. If you’re one of IDG’s many long-time employees, do you remember what your early days were like?

Carolyn Rauch

VP/Event Development, IDG World Expo

Rauch

As you considered a job here, what was most appealing?

The people. I had known World Expo CEO **Mary Dolaher** and others at World Expo for some time, and knew they would be terrific to work with. When I began the job, I met the rest of the team and found them to be a very welcoming and dedicated group. You can’t ask for more than colleagues like these.

Had you heard anything about IDG before you came here?

I had, of course, heard about the legendary **Pat McGovern** and his tremendous work, both professionally and philanthropically. In addition, from my previous job, I was well acquainted with several of the business units that do work in the video game industry.

Early impressions

I had never worked at a very large company before, so I wasn’t sure what to expect. I was amazed at the amount of focus on employee satisfaction and service. One small example was signing up for benefits — something that had taken several hours in the past took just a few minutes on IDG’s Web site. I was also surprised by the employee survey process, and the amount of time and energy that goes into that. Finally, I was astonished to learn that [IDG Communications CEO] **Bob Carrigan** plays the banjo — now that’s an unusual skill!

What’s most satisfying about your job?

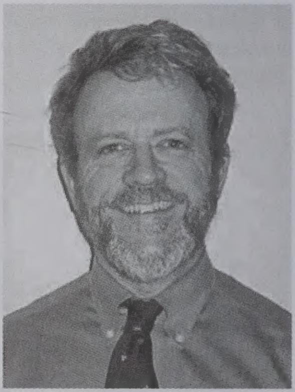
Seeing the team grow together over the past months to create great events, and seeing those events come to fruition. And, in terms of being at IDG, I’m impressed with the level of care the company shows its employees. In my experience, that’s very unique, and something that is not to be taken lightly.

Richard Walsh

Research Director, High Performance/Technical Computing Group, IDC

Were you familiar with IDC before you applied for this job?

I was a speaker at one of IDC’s sponsored events, the High-performance Computing (HPC) User Forum, back in the fall of 2006. At the time I was working in the HPC industry as a project manager.



Walsh

What was particularly appealing to you about IDC?

The opportunity to work remotely was definitely an attraction [Walsh lives in Shoreview, Minn.] The salary and benefits were strong, and I was familiar with the people I’d be working with.

Most satisfying aspects of your job?

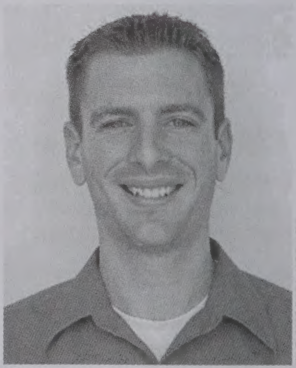
We have the opportunity to provide tremendous service to everyone working in HPC. The vendors — Cray, Sun, IBM, HP and others — count on us to provide them with reasonable market size and segment data to make decisions about where to invest. Things are changing constantly, and this makes it a challenging job, but I have worked in the HPC arena a long time and benefit from IDC’s ability to open doors at government labs, HPC vendors and commercial users of the technology. That’s a big plus.

Other thoughts

I think IDC was very intent on trying to bring me up to speed as new — and remote — employee. That requires some determination on their part to make sure things don’t fall through the cracks. The human resources people have done a great job, starting with new employee event in June of last year.

Paul Moretti

Sales associate, Macworld



IDG WORLD UPDATE

Moretti

As you considered a job here, what was most appealing?

It was the brand recognition of Macworld and PC World. I have always been a fan of technology and felt that I needed to be exposed to the industry.”

Early impressions

I was surprised to hear about the great benefits that Macworld offers employees; I’m very happy with the computer purchase plan and fitness reimbursements! It was good to see that our new CEO cared about what all employees thought about our strengths, weaknesses, opportunities and threats as a company. I also think it’s interesting how lean our staff is.

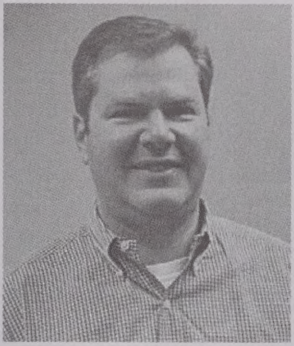
What’s most satisfying to you about your job?

It makes me happy to know that I am helping contribute to the overall success of our sales team each month. IDG seems to be a stable company that cares about its employees. I like how IDG offers free training in a variety of subject matters.

Dan Hirsh

Publisher, Network World (hired last year as VP/Online Development/Custom Media)

As you considered a job here, what was most appealing?
It is privately held, No. 1 in the high-tech media field and has a reputation of strong and decisive management. I used to work here more than 20 years ago, so I had first-hand experience of what focus and determination can do. I also have met many present and ex-employees who talk of the decentralized nature and culture of empowerment.



Hirsh

Early impressions
I was very impressed with the can-do attitude and openness to doing things differently.

Most satisfying aspects about your job
Meeting customers and hearing about their respect for IDG and NWW employees and their positive response to our new ideas. And it's a great opportunity to be able to work closely with all aspects of the NWW extended family to accomplish terrific results. I am extremely impressed with depth of application and industry knowledge that is possessed by our editorial team. They stay close to our readers and site visitors and have done a terrific job making our publication and site essential to network IT professionals.

Elisabeth Banks

Account Executive, IDG Global Solutions U.K.

As you considered a job here, what was most appealing?
I looked forward to the opportunity of working for a large and respected organization and to keep learning and developing different skills, even though I had left university.

Early impressions
I came from a company where you were just a number and could easily be replaced. At IDG, you are made to feel valued as a member of the company, and your contributions are recognized as important to the company's success.

Banks

Most satisfying aspects of working for IDG
Being able to contribute and knowing that I have produced something that represents the company. And I'm amazed at how much I have learned about an ever-expanding industry.

Other thoughts
People appear to stay in the company for a long time, which means there must be opportunities to progress and thrive within this company.

Julie Zadow

Program Director, U.S. Conferences, IDC

As you considered a job here, what was particularly appealing?
As someone who has been in the technology events business for many years, I was impressed with the depth and breadth of the conference business here and wanted to learn more about it.

IDG WORLD UPDATE

Zadow

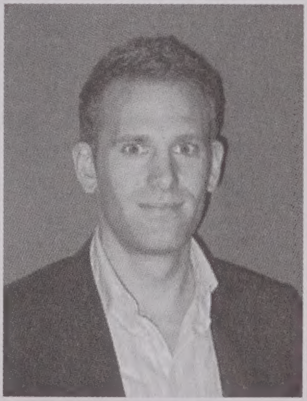
Had you heard anything about IDG before you came here?
I had heard that turn-over was low, and people tended to stay with IDG for years, oftentimes, their entire careers, which struck me as both a rare and impressive corporate bragging right.

What's most satisfying about being at IDC?
I'm really enjoying the subject matter diversity of my four events — Sales and Marketing Summit, the Human Resources Summit, the Security Summit and a new event on Mobile Enterprise — and I really enjoy the conference team I work with. I'm also very impressed with the work-life balance benefits of working here. And the fitness reimbursement benefit is the first thing to get me back to the gym in years.

Dominik Grau

Web site manager, PCWelt.de, IDG Germany

Early impressions
Long before I joined the company, I had heard a lot about IDG and its corporate culture, and I was pretty sure that one day I'd take a chance and try to work for IDG. There are very friendly people here, a warm atmosphere and an international culture that drives and thrills me every day I go to work.



IDG WORLD UPDATE

Grau

What's most satisfying about your job so far?
New challenges, new ideas, new contacts, new cooperation and new readers every day. It's a dynamic relationship between the readers and us: will we have the best coverage of hot issues each day, do we have enough functionalities to satisfy them and is our Web site fast and stable enough to fullfill the audience's needs?"

What's most satisfying to you about working for this company?
It seems to me like all of us have the same goal and the same passion: getting IDG ready for the upcoming online and market challenges and pushing our contents and services forward in order to stay No. 1 in the online market of the future.

noteworthy people

Promotions

Khalid

IDG Technology Services Group Project Leader **Bushra Khalid** has been promoted to systems development manager. "For the past year Bushra has served as project leader for many projects within the Technology Services Group including TRS," said **Kevin Ford**, corporate systems development manager. "She has excelled at this job and in many cases has put into motion solutions to problems before I even have a chance to bring them up. In addition, Bushra is organized and results-oriented and can be counted on to work through most issues that arise in the daily operation of the development and release processes. Her continued success at these complex tasks have shown that she is ready for new responsibilities to challenge her in different ways."
bushra_khalid@idg.com

New employees

Pollock

Clark Pollock joins the IDG Technical Services Group in Framingham as a senior programmer analyst. He was previously an application developer with Unicom Technologies and started his IT career in the U.S. Navy as a computer technician on shipboard missile systems before becoming a surface warfare officer. He holds a B.A. in education from Southern Illinois University and an M.A. in education from the University of Rhode Island. Away from his desk he enjoys running and golfing.
clark_pollock@idg.com

Account Services Coordinator **Kathleen DiGiovanni** comes to IDG List Services from Bullet Marketing in Cary, N.C., where she was an account manager. A graduate of Marist College in Poughkeepsie, N.Y., she holds a B.A. in psychology. Away from the office she enjoys sports and spending time with her family.
kdigiovanni@idglist.com

Have you seen IDG Central?

IDG's intranet, http://www.idgcentral.com, includes a variety of news, features and employee resources, such as:

Videos of IDG executives. In one recent video, IDG Communications CEO **Bob Carrigan** talks about issues surrounding B2B social networking: content provider strategies.

Meeting presentations from IDG global meetings such as the PC World/Enterprise Global Product meetings and, most recently, the European Online Meeting.

IDG Directory: contact information for employees and business units worldwide.

Meet Your Colleague: profiles of employees around the globe.

Writing workshop: new grammar and style tips four days a week.

Classified ads: for sale, for rent, wanted, services available.

Corporate Communications: logos, presentations templates, executive bios, company milestones.

Need a password? Request one at the site today.

Coming up

Computerworld IT Management Summit
April 15
Washington, D.C.
http://www.computerworld.com

IT Executive Forum
A Computerworld/InfoWorld event
April 16
Atlanta
http://www.itexectuveforum.com

Energy and Utilities Summit
April 16
Denver
http://www.idc.com

Computerworld IT Management Summit
April 17
Atlanta
http://www.computerworld.com

Computerworld IT Management Summit
April 22
Cambridge, Mass.
http://www.computerworld.com

IDG Global Media Institute
April 28-May 2
Contact: laurie_butson@idg.com

IDC Enterprise Data Center Forum
May 6
New York City
http://www.idc.com

Computerworld IT Management Summit
May 6
Orange County, Calif.
http://www.computerworld.com

IDC Virtualization Forum
May 7
New York City
http://www.idc.com

IT Executive Forum
A Computerworld/InfoWorld event
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http://www.itexectuveforum.com

Computerworld IT Management Summit
May 7
San Francisco
http://www.computerworld.com

Computerworld IT Management Summit
May 8
Seattle
http://www.computerworld.com

Dynamic Infrastructure Management Conference
An IDC U.K. event
May 15
http://www.idc.com/uk

Enterprise Data Center
An IDC U.K. event
May 22
London
http://www.idc.com/uk

Computerworld Honors Program
June 2
Washington, D.C.
http://www.cwhonors.org

IDC IT Forum & Expo
June 4-5
Boston
http://www.idc.com

IT Executive Forum
A Computerworld/InfoWorld event
June 4
San Francisco
http://www.itexectuveforum.com

Mobile & Wireless World
A Computerworld event
June 9-10
Miami
http://www.mwwusa.com

IDC Unified Communications Summit
June 10
New York City
http://www.idc.com

The Information Driven Enterprise
An IDC U.K. event
June 12
London
http://www.idc.com/uk

Infrastructure Management World
A Computerworld event
June 16-18
Washington, D.C.
http://www.imworldusa.com

IT Roadmap
A Network World event
June 18
Boston
http://www.networkworld.com

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

24
Bjørg Elin Brodersen *IDG Norway*

20
Michael Carroll *PC World*

16
Ruth Sager *IDC*

15
Doreen Francy *IDC*

13
Brian Kornegay *IDC Singapore*

9
Eileen Quan *PC World*
Lauren Costello *IDG List Services*

8
Anne McDonald *PC World*
arkus Schwerdtel *IDG Germany*
Vladimir Kroa *IDC*

7
Dan Timberlake *IDC U.K.*
Vicki Cui *IDC China*
Annette Berg *IDC Nordic*
Magdalena Rajkowska *IDG Poland*
Volkert Deen *IDG Netherlands*
Sumner Lemon *IDG News Service*

6
Deborah Paul *IDG World Expo*
Loren Drennan *IDC Canada*

5
Premi Gokani *IDC U.K.*
Angela Chen *IT World Canada*

4
Amy Gershman *PC World*
William Wang *PC World*
Jacqueline DiPerna *Network World*
Rodney Gedda *IDG Australia*
Laurence Grayson *IDG Australia*
Lewis Ward *IDC*

3
Aloysius Choong *IDC Singapore*
Gloria Lam *IDG*
Iveta Hanclova *IDG Czech*

2
Radhika Praveen *IDG U.K.*
George Jones *IDG Entertainment*
Chris Haggerty *IDC Australia*
Caroline Keough *Network World*
Irene Mickaiel *IDG Australia*
Rebecca Swensen *IDC*
Christine Monod *IT World Canada*

1
Hideki Hanaoka *IDC Japan*
Mark Sullivan *PC World*
Jimmy Chen *IDC Taiwan*
Peter Carrara Aste *IDG Norway*
Patrick Levy *IDC*
Jeff Radecki *IT World Canada*
Benjamin Rasmussen *IDG Denmark*
Karsten Bundgaard *IDG Denmark*
Denise Sammarone *IDG Brazil*
Lygia de Luca *IDG Brazil*
Tadaaki Nishida *IDG Japan*
Tetsuji Takayama *IDG Japan*
Takao Hamasaki *IDG Japan*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

equest World Update as a PDF file

IDG employees can receive IDG World Update in a PDF format via e-mail. To request this service, write to world_update@idg.com. Current and archived PDFs are also available for download in the World Update section of IDG Central (http://www.idgcentral.com).

One on one

continued from page 3

A We recently conducted a survey of top C-level executives at a Computerworld event and found out that very few of them are using Facebook, but roughly half of them are using LinkedIn to connect with their peers. However, LinkedIn and other social networks still aren't set up to facilitate connections around real business issues.

Publications with qual cards and sites and events with registration have a built-in collection mechanism that can link like-minded users together. These types of social networks — based on common interests or as extensions of face-to-face IT executive events or growing organically from other shared audience experiences — will likely play a leading role as our industry continues to evolve. IDG has been capitalizing on its strengths here for some time in the form of the CIO Executive Council and is in the best position to create more of these networks and communities.

Products we've developed in this area include InfoWorld's Windows Sentinel server performance monitor. A nontraditional approach to bringing people together, the tool allows companies to monitor the performance of their servers and compare it with a larger group. The data can be viewed in a live desktop dashboard, a mobile widget or on the Web.

While the Web remains our central communication vehicle, social networking programs may have more reason to thrive as we take a mobile-centric approach. The challenge is to capitalize on opportunities to help our audience genuinely connect — with our content, each other and the market. The good news is that advertisers are interested and willing to fund our expansion in these areas in the form of innovative, first-mover advertising programs.

***Q* What are both Computerworld and InfoWorld doing to prepare for the coming mobile "revolution"?**

A Mobile is a critical opportunity area. But we're still early, and the concept of actual consumption of our content on mobile devices is still in its infancy. In the short term, Computerworld and InfoWorld are building programs to extend their content to mobile phones, including mobile portals. InfoWorld has included an SMS-to-mobile podcast functionality for the past two years and is beginning to repackage its leading podcast programs as mobile programs. A send-to-phone feature is also being added to various lead generation programs on a case-by-case basis.

In response to slow(er) adoption on the audience side, InfoWorld has begun offering mobile tools that advertisers can integrate into their own programs. The goal is to build a mobile marketing relationship with key vendors while we ramp up our mobile products. The idea is, when we're ready to scale, we'll already have an established and defendable position. In the meantime, we will have created a project that works for our more progressive partners and reflects our mobile vision with relatively low risk. WU

celebrating 10!

Name
Zheng Yi

Home
Beijing

Joined IDG
November 1, 1997

Current title
Art designer

What's kept you at IDG for 10 years?
Good working environment and good benefits.

Best part of your job
Learning new things.

Most challenging part of your job
Learning new design software.

Of what accomplishment at work are you most proud?
Winner of Best Layout Designer in 2004.

Favorite way to work off stress
Yoga

What's your favorite thing on your desk?
My daughter's painting.

Best piece of advice you've ever received
Silence is golden.

Interests outside the office
Dancing — Latin dance, belly dance, hip hop, yoga.

Family
My husband Wang Yihong and my 10-year-old daughter Wang Ruofan.

One possession you'd grab if your house were on fire?
My cell phone.

Favorite vacation spot
Greece

***Zheng Yi** was the guest of IDG Chairman **Pat McGovern** at a dinner honoring her 10 years of service to the company.*

Your idea of a perfect day alone?
Surfing the Internet and watching TV.

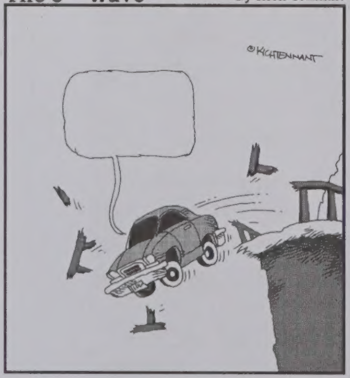
Retirement dreams?
Running my own store.

Manager's profile
"As the most senior art editor of *China Computerworld*, Zheng Yi is very experienced in layout design. She is a quick learner and can face the challenge of interior renovation. In addition, she continues to study art design in her spare time and applies what she learns in her work. Her assiduous working style won the appraisal of her colleagues."

— Jin Jianzhong, Assistant to the President of China Computerworld Publishing and Servicing Group and Publisher of China Computerworld

Send in your captions!

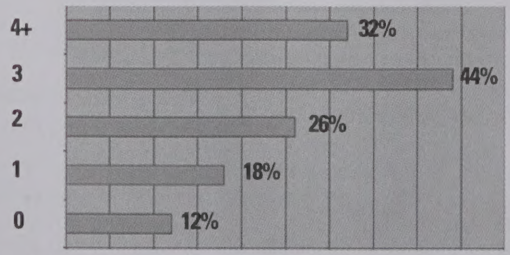
The 5th Wave By Rich Tennant



Send your entries to *IDG World Update* by April 29 at world_update@idg.com or fax them to 617-423-0712.

Question of the Week results for March 31

How many laptop or desktop computers are in your house?



Log on to http://www.idgcentral.com to vote on this week's question: **On an average work day, what type of phone do you spend the most time on?**

and finally

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 Web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG also publishes more than 300 magazines and newspapers in 85 countries. IDG's media brands include CIO, CSO, Computerworld, GamePro, InfoWorld, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, Entertainment for All Expo (E for All), Storage Networking World and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events. More details at http://www.idg.com.

IDG WorldUpdate

14 APRIL 2008
VOLUME 38, NUMBER 13

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

Now on IDG Central

IDG Communications CEO **Bob Carrigan**'s webcast summarizes FY08 first-half results and examples of online initiatives.

IDC Middle East CIO Summit draws region's key CIOs

Invitation-only event probes challenges, opportunities facing region's CIOs

IDC pulled out all the stops at last month's CIO Summit in Dubai, resulting in an event that was enormously successful by all measures: attendance, revenue and media coverage. The invitation-only Middle East CIO Summit 2008 attracted more than 100 of the region's most influential CIOs as well as 18 partner companies eager to reach these key decision makers.

*Abdulla Hashim, VP marketing Etisalat; **Frank Gens**, senior VP & chief analyst, IDC; **Jyoti Lalchandani,** VP and regional managing director, IDC Middle East & Africa; and **John Gantz**, chief research officer, IDC, answer questions during a press conference for the CIO Summit.*

Under the banner "The New CIO: Taking Care of Business," the summit was "arguably the first truly regional event for CIOs in the Middle East" as attendees came from Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, United Arab Emirates, Egypt, Jordan and Pakistan, said **Ronita Bhattacharjee**, IDC conference director, Middle East and Africa.

Attendees were the stars of this event from beginning to end. "We took a very hands-on approach to attendee care, which was essential to our success," Bhattacharjee said. "It ensured that some of the most important CIOs from across the region would be present — key decision makers that IT and communications vendors need to establish contact with, not just for sales, but also for developing a long-

continued on page 4

IDG launches Korean events and online media business

IDG has committed to a large-scale investment in the conference and online media business in Korea with the February opening of a new IDG Korea office in Seoul.

Park

Cha

Two new managers have been hired to guide future developments. VP/Conference & Events **Katherine Park** was most recently director of sales at Marcus Evans Korea, an international business events and information company with operations in 35 countries. VP/Online Media **Won-Sang Cha** was previously director of sales and marketing at Yahoo Korea. They have already crafted a five-year business plan and expect to hire a total of 16 employees by the end of the year and expand to 40 by 2013.

The new managers report to **D.H. Oh**, who is overseeing the new company while tending to his primary job as managing general partner at IDG Ventures Korea.

The conference/events group will gradually launch branded events such as SaasCon, Next Generation Data Center, Green IT and LinuxWorld Conference & Expo. Oh said the time is right to capitalize on opportunities in the events market, with local demand for high-quality events increasing, business regulations changing favorably with respect to global standards and the Korean government supporting the growth of a convention industry. "However, tough market competition, rapid business environment changes and unexpected operations issues remain as challenges to overcome," he said.

continued on page 2

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IDC's Pam Washek creates volunteer network to help families dealing with crises *page 5*

Celebrating 10: Computerworld's Sharon Machlis *page 8*

in brief newsworthy

IDG Vietnam's Security World event shows growth in year two

KHU VỰC BÁO CHÍ/PRESS AREA
IDG

Nortel Vietnam General Manager Nicholas Vreugdenhil (center), one of the event's keynote speakers, meets with reporters at Security World.

IDG Vietnam organized the second annual Security World Conference & Showcase March 19-20 in Hanoi, the largest and most influential event of its kind in Vietnam.

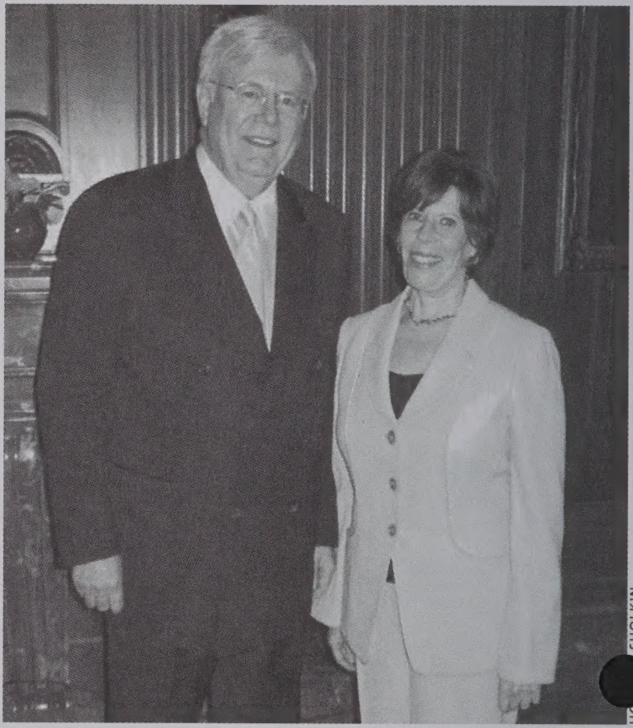
Hosted by the Vietnam Ministry of Public Security and co-organized by the ministry's IT department and the Vietnam Computer Emergency Response Team, the event drew approximately 700 conference attendees and 1,200 exhibition visitors, among them government officials, business leaders and security consultants.

Security World featured 24 speakers, 10 keynotes and 15 exhibitors, all of which were twice as many as at last year's event. Leading providers such as Symantec, Nortel, ESET, Nokia, Citrix and Secure Computing demonstrated their latest innovations. Dahua Technology showcased its IP cameras, which will be deployed at the Beijing 2008 Olympics.

According to IDC, security investments in services, hardware and software in the Asia/Pacific region are expected to increase 13% to 18% through 2011.

*Write to IDG Vietnam PR Executive **Anh Pham** at anh_pham@idg.com.vn.* WU

IDG Chairman Pat McGovern featured at MPA Breakfast with a Leader program


HO SHOLKIN

*IDG Chairman **Pat McGovern** and Nina Link, president & CEO, Magazine Publishers of America. Link served as host for the morning's program.*

IDG Chairman **Pat McGovern** was the featured speaker at this month's Breakfst with a Leader program, sponsored by the Magazine Publishers of America and held at New York's University Club. McGovern discussed his 30 years of interaction with China, starting in 1978 when he entered the country without a visa. Two years later China Computerworld launched and since then, IDG has added dozens of technology and consumer publications, started several dozen events, and formed the first international venture capital fund in the country.

Approximately 75 people attended the event including a number of IDG colleagues. Representatives from Disney Publishing, Rodale, BusinessWeek, Curtco, Time, SmartMoney and Hearst were among the audience. WU

IDG Korea

continued from page 1

The Online Media Group plans to create an information Web portal that will draw on IDG's global online publication resources. It will include product reviews as well as network-based recruiting, e-learning opportunities and other commercial business models. While the new group will operate in a highly competitive market, Oh said he feels the team will be able to carve out a successful presence given the increasing need for online content, the growth of online payment services and the popularity of user-created content.

IDG also has two license partnerships in the print space for a Computerworld-style publication, Hi-Tech Information, and CIO Korea. These partners will continue to offer both Web sites and events branded in conjunction with their print products.

Write to katherine_park@idg.co.kr or wonsang_cha@idg.co.kr. WU

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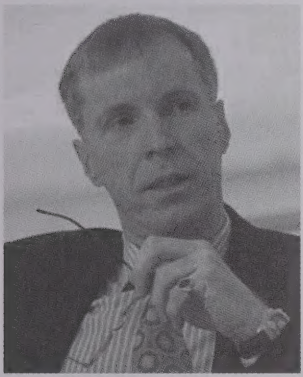
Seoul, Korea 135-090

Tel: +82-2-558-6950
Fax: +82-2-558-6955

one on one the interview

York von Heimburg
The managing director of IDG Germany is this week's columnist. Reach him at yvh@idgcom.de.



IDG Germany at-a-glance

Location Munich

First product launch Computerwoche, 1974

No. of employees 273

Incorporated name IDG Communications Media AG

On the Web www.idgmedia.de

Q What trends are you seeing in Germany's IT media market?

A This year the overall online growth rate is decreasing dramatically: Within the first three months of 2008, the online market grew only about 5% to 8% while IDG Germany's online growth was about 16% in the first half of FY08 (last year's growth was over 40%). The recruitment market is celebrating a soft comeback and is now hot again because a lot of companies are looking for good people, but good people are hard to find. We have just started an exciting cooperative project in that field with one of the largest German daily newspapers. Another trend we're finding is that a lot of companies, such as Microsoft, are now shifting their budgets from the BtoB to the consumer area.

In terms of the IT market as a whole, the German IT market is growing about 4% to 5%. The main growth areas are software, IT services, green IT and consumer electronics.

IDG Germany going through an exciting change from a publishing house to an integrated media company with strong media brands that will be delivered in various distribution channels to the readers: print, online, Web TV, events and corporate publishing. Since we have so many diverse brands, from GamePro to CIO, we are lucky to be able to leverage risks.

Q What are the top four challenges your company is facing this year, and what are you doing to address those situations?

A Challenge No. 1 refers to my last point: The more integrated solutions we are selling to our customers, the more we are developing ourselves into a consulting company in that area. This is very time-consuming and a real challenge for our ad sales teams. We are educating our teams strongly to fulfill the new needs of our customers. Challenge No. 2 is to properly handle the difficult situation at the newsstand, especially for our big consumer brands. The needs of the readers are becoming more and more fragmented, and therefore we have developed, very successfully, a lot of special issues (Linux, iPod, World of Warcraft, etc.) that are able to balance the decrease in the main brands at the newsstand.

Challenge No. 3: In the BtoB area we are heavily affected by the increasing market consolidation (big companies are purchasing competitors, which means fewer advertisers) and by the weak dollar, especially with regard to the big international customers. Due to the fact that the size of the budgets was decided one year ago, the customers are resizing the budgets by decreasing their volume, which has a huge effect on our business. Challenge No. 4: Since we are becoming more and more of a Web-centric company, we are transforming our key business processes from print to online. However, this does not mean that we neglect our print business.

Q What kinds of creative approaches are some of your businesses pursuing in the mobile media market?

A We have mobile versions for nearly all of our sites up and running. Currently technical as well as sales issues have been outsourced to strong local and international partners such as 7val for the WAP applications and AvantGo for the classic PDA-Channels, where we have a significant subscriber base (more than 10,000 subs).

As WAP usage is still pretty low in Germany, especially for news-oriented brands, we need to build new mobile services that go beyond simple news streams. Database publishing is one of the key issues here (it's also a key issue on the Web, of course). We will set up an extensive product database within the upcoming months, allowing people to search for products and prices via their mobile phone. Taking into account the difference between PC and mobile usage the pricing engine will then not only list online shops but also prices from local dealers. With this service people will not only find the closest shop for their desired product, they will also be able to double-check pricing and test results in the shops just before making the buying decision.

Q What kinds of recent changes have you made to your gaming Web sites?

A We have completely revamped our Web site at www.gamestar.de. GameStar is the first Web site where we now have full Web 2.0 functionality. And it has now at its core a huge product database. All editorial and user-generated content can be tied to a game entry in our database, making it much easier to put out related content or build new channels. We have also implemented a wide range of social networking features, including customized user homepages, blogs, game collections, friend networks, a complex user ranking system and much more. Another big change is our dedicated video channel. Our goal is to put out at least four times the amount of video content we used to have on the site. A new Web site for gamepro.de is in the works.

continued on page 7

Coming up

Computerworld IT Management Summit
April 22
Cambridge, Mass.
www.itmanagementsummit.com

IDC Enterprise Data Center Forum
May 6
New York City
www.idc.com

Computerworld IT Management Summit
May 6
Orange County, Calif.
www.itmanagementsummit.com

IDC Virtualization Forum
May 7
New York City
www.idc.com

IT Executive Forum
A Computerworld/InfoWorld event
May 7
New York City
www.itexecutiveforum.com

Computerworld IT Management Summit
May 7
San Francisco
www.itmanagementsummit.com

Computerworld IT Management Summit
May 8
Seattle, Wash.
www.itmanagementsummit.com

Dynamic Infrastructure Management Conference
An IDC UK event
May 15
Dublin, Ireland
www.idc.com

Enterprise Data Center
An IDC UK event
May 22
London
www.idc.com

Computerworld Honors Program
June 2
Washington, D.C.
www.cwhonors.org/

IDC IT Forum & Expo
June 4-5
Boston
www.idc.com

IDC CIO Summit

continued from page 1

term strategic vision for their organizations.”

Attendee involvement began prior to the creation of the agenda when organizers conducted face-to-face and telephone interviews with all of the CIOs who would be invited to attend in order to ensure the agenda reflected their chief concerns and challenges. “This initial contact ensured that a relationship was established with the target group and that a sense of involvement was created with the delegates, which created a high level of commitment by the delegates,” Bhattacharjee said.

Hand-delivered invitations

One hundred and fifty invitations were issued, about a third of which were hand-delivered, to an exclusive list of potential attendees.

“This approach was essential because of the competitive environment in the Middle East and because of the CIOs’ time constraints,” Bhattacharjee said. “C-level managers are overworked and on the invitation list to scores of events. Demands on their time and attention both internally and externally are extremely high. This needs to be reflected in the event itself. Involving attendees in customizing the agenda and hand delivery of invitations helped to break through the clutter of invitations and ensure the highest quality of attendees came to the event.”

IDC flew attendees to Dubai and put them up at the Grand Hyatt where the conference was held. A major public relations push was launched in which the local media was saturated with press releases and pre-recorded interviews with a variety of IDC analysts, event partners, and CIOs. “We ran ads on outdoor billboards and had a press conference a week prior to the event,” Bhattacharjee said. IDC contracted with an agency with solid media contacts, and the agency arranged interviews for the events’ sponsors. “An important part of the sponsors’ package was ensuring that our partners had a chance to meet with the press,” Bhattacharjee said. “While there was no guarantee that reporters would run what they had to say, they will be able to build on those contacts in the future.”

And the strategy paid off. Of the 150 CIOs invited to attend, 114 did so. Bhattacharjee said the event team even received calls from CIOs who had heard about the conference but had not been invited as they were with smaller firms or lacked purchasing influence, and IDC had to turn them down.

The agenda was built around surveys of CIOs both in the Middle East and globally. Sessions dealt with a range of topics including core technology issues such as security, data centers and infrastructure management and larger areas such as the impact of business mobility, staff retention and training and the overall role of the CIO. IDC speakers formed the backbone of the event and acted as moderators for panel discussions among event sponsors. Among the IDC speakers were Senior VP and Chief Analyst **Frank Gens** and Senior VP and Chief Research Officer **John Gantz** from the U.S. and senior IDC executives from across EMEA including **Steven Frantzen**, **Thomas Meyer**, **Martin Hingley**, **Martin Canning, Pim Bildeerbeek** and **Eric Domage**.

***Shabana Mahadiwala,** IDC conference manager, Middle East (right), with summit attendee Yahya Abdulrehman, CIO Saudi Electricity Company.*

The conference received coverage in online portals, print dailies, radio and TV. The most significant hits were on a morning radio show called Business Breakfast, which takes place during prime drive time (everyone in Dubai commutes by car) and a couple of interviews in the top English-language publication, the Gulf News. (One interview was conducted by a journalist with **Jyoti Lalchandani**, VP and regional managing director, IDC Middle East and Africa; the other was an interview with Gens given to the paper as an exclusive). The event also received coverage in top Arabic business dailies such as Khaleej Times and Al Bayan, the daily business paper Emirate Business 24/7 and a range of national Arabic papers in Saudi Arabia, Egypt, Qatar, Bahrain and UAE.

For more information, contact Ronita Bhattacharjee at rbhattacharjee@idc.com.

IDC's Pam Washek recruits "angels" to help families in need

Support she received during her illness spurs creation of town-wide network

IDG WORLD UPDATE

*IDC's **Pam Washek** (second from right) launched Wayland Angels to repay the kindness shown her during her illness. Colleagues (l-r): **Amy Hanania, Rosemary Pickett,** and **Helen Flagg** have all volunteered in the program.*

Six years ago, **Pam Washek** found strength and support from a group of angels. Diagnosed with cancer in 2002 and laid low by the debilitating effects of surgery and chemotherapy, Washek, a mother of three young children, clearly remembers how friends and family members, bearing casseroles and offers to assist with laundry and shuttling her kids to activities, swooped in and helped keep her household running while she regained her health.

"I was so sick," Washek, who works in IDC's U.S. Conference Group, recalled, "and they would seemingly just flutter in, set the table with a wonderful meal and then quietly disappear. It meant so much to me. I truly don't know how my husband and I could have ever gotten through without their help."

And so, in February 2003, healthy once again, Washek wanted to find a way to repay the kindness that had been shown to her and her family. She approached a friend and fellow Wayland, Mass., resident, Jean Seiden, who had been diagnosed and treated at about the same time, with her idea. "What do you think about trying to keep this [spirit of helpfulness] going?" she asked.

Seiden quickly agreed and Wayland Angels was born. Initially, the pair recruited many of the same family and friends who had helped them, but as word of the Angel network spread, many others in town stepped up to volunteer their services. Individuals and families in need of assistance learned about Wayland Angels through the schools, newspaper articles and word of mouth.

Initially the network relied heavily on phone calls and e-mail to match volunteers with those requesting help. "It was pretty informal," Washek said, "but it worked." In 2005, however, Wayland Angels began using a free Web-based volunteer management system called Lotsa Helping Hands (www.lotsahelpinghands.com), which streamlined the process of matching volunteers to requests.

Today the group boasts more than 350 volunteers and has helped nearly 40 families in town. (Both the Wayland Angel volunteers and the recipients must be Wayland residents.) Washek estimates that Angels have provided upward of 1,600 meals to date. And while providing meals is the group's primary service, volunteers are also able to help with rides to doctors' appointments, ferry kids to after school activities, assist with shopping and other household tasks, Washek said.

About two years ago, Washek, sensing an untapped resource in the town's young people, launched Teen Angels, a program that provides opportunities — primarily one-day events — for teenagers to get involved in helping families in need. The first event was a "rake out" and Washek said about 25 teenagers showed up for that day-long effort and have since helped out in such projects as collecting food and stocking the shelves at the local food pantry, shoveling snow and walking dogs.

Buoyed by the success of this program, Washek has allowed her dream to grow. "Eventually, my goal is to help create Angel communities nationwide," Washek said. Word of mouth has already led to the spread of Angel networks in several nearby Massachusetts towns.

"Communities are intrigued by the concept of the Angel volunteer network and how it works," Washek said. "Volunteers can contribute as much or as little time as they might have. There is no minimum commitment. Most of the communities are led by folks who have day jobs. Once the network is launched in a community, it practically runs itself. Needs are posted at the volunteer site and volunteers fill weeks of needs at a time." A recent article in the national women's magazine Woman's World resulted in more than 300 inquiries from almost every state in the country from people interested in launching Angel networks in their towns.

Write to Pam Washek at pwashek@idc.com.

IDG colleagues get their wings

Among the Angels IDC's **Pam Washek** has attracted are several colleagues — **Rosemary Pickett** of IDC, **Helen Flagg** of IDG List Services and **Amy Hanania** who works for the IDG credit department.

"I love the idea of neighbor helping neighbor," Hanania said. "Often you might hear about a family in crisis, but calling them to see what you can do just doesn't seem right. You don't want to intrude. And then, if you do call them to ask what you can do, they will most likely say 'nothing' because asking for help is hard! This is a way of helping your neighbors without bothering them or making them feel awkward."

For Flagg, who involves her children in the meal planning, shopping, preparation and delivery, "Angels is a way for me to teach them some important values about compassion, gratefulness and how small actions can have a big impact."

Pickett said she has found the time she spends with a family whose 17-year-old-son is being treated for cancer very rewarding. "I provide them with meals and give them any support they may need during this difficult time."

More information online

Pam Washek is currently working to set up a nonprofit umbrella organization to serve as a resource for these individual Angel networks. If you would like to learn more, you can visit www.waylandangels.org and www.helping-angels.org.

noteworthy people

Promotions

Galeotalanza

IDG World Expo Housing Specialist **Stephen Galeotalanza** has been promoted to housing and registration manager. "In his new role, Stephen will be responsible for all the housing needs for Macworld and LinuxWorld Expos, as well as managing the new hire in the registration department," said **Rich Feeley**, IDG World Expo vice president, Operations. "Stephen has proven himself as a true asset to the company through his dedication and willingness to step in and take on extra responsibilities as needed." *stephen_galeotalanza@idg.com*

New employees

Lilie

Jessica Lilie joins PC World and Macworld as VP, Strategic Intelligence, charged with helping the publications gain insight on how to best connect with technology buyers in an evolving media landscape. She was most recently with BabyCenter.com, where she was VP, Consumer Insights and Market Intelligence and played a significant role in developing research and insights practices. Prior to that, she was sales development director and associate VP, Business Intelligence at CNET Networks. She holds a B.A. in English from Brandeis University in Waltham, Mass., and an M.A. in communications research from the University of Pennsylvania's Annenberg School for Communications. *jessica_lilie@pcworld.com*

Denise Dye is the new office manager at IDG U.K. coming from Vidal Sassoon where she was a receptionist. Her interests include dancing, shopping, spending time with her family and horse riding. "I hope one day to be able to open a stable of my own," she said. *denise_dye@idg.co.uk*

Cepeda

Jimena Cepeda joins IDC U.K. as a senior research analyst with the European Storage Research group, coming from Context where she spent 11 years as a senior analyst. She holds a B.A. in marketing from the Marketing Institute in Ecuador, as well as a certificates in management from the Open University in the U.K. and a certificates in statistics from Westminster University in London. She is currently working toward the Prince 2 project management certificate. *jsisa@idc.com*

Also new at IDC U.K. is Research Analyst **Lucie Jichova**. She was previously a business analyst with Evalueserve in India. She holds a B.S. in computer science from the U.K.'s University of Birmingham and enjoys skiing, travel and Bollywood dancing. *ljichova@idc.com*

Event Planner **Laura Biringer** comes to CXO Media from PRRI where she was an assistant meetings manager, planning conferences and meetings for a cardiothoracic surgery association. She holds a B.A. in sociology from Boston's Northeastern University. *lbiringer@cxo.com*

Web Systems Administrator **Austin Matthews** comes to CXO Media's Online Publishing Group from Iron Mountain Digital where he was a Linux systems engineer. He holds a B.S. in computer science from the University of Massachusetts/Amherst and studied Unix systems administration while in the U.S. Army. He enjoys scuba diving "anywhere warmer than New England," playing video games and "building expensive firewood, a.k.a. woodworking." *amatthews@cwcxo.com*

IT World Canada has hired **Brian Jackson** as a staff writer. A former freelance journalist, his work has been featured on Discovery Channel Canada's Web site. He has also worked as a researcher for a Winnipeg-based television production company. Brian holds a B.A. in journalism and mass communications from Carleton University in Ottawa, Ontario, and enjoys camping, video games and astronomy. *bjackson@itworldcanada.com*

Belinda Yap joins IDC Malaysia as senior events and marketing executive, responsible for planning, executing and managing all IDC marketing and event activities for Malaysia and Indonesia. She was previously with the marketing services department of In2U Marketing & Consulting Sdn. Bhd., an event management company in Malaysia. She holds a B.S. in IT and multimedia systems from Multimedia University in Cyberjaya, Malaysia. *byap@idc.com*

McCormack

Matthew McCormack joins IDC U.K. as a PC consultant with the EMEA Systems group. He previously worked for Forrester Research U.K. as a senior research associate involved in delivering research and consulting around infrastructure, enterprise architecture and security for the financial services sector. Prior to that he was a lieutenant in the Canadian Forces, working as an electronics engineering officer. An avid saxophone player, he performs with a local ensemble, the Bloomsbury Wind Ensemble. A former Alpine racer and instructor, he now skis for pleasure, "although it's difficult to find fresh powder in the U.K." *mmccormack@idc.com*

IDC Asia Pacific's Hong Kong office has hired **Judy Wu** as a research manager with the Software group. Prior to joining IDC, she was a global product manager with Taiwan's Trend Micro, responsible for the product development and launch of enterprise security software solutions. Fluent in English and Mandarin, she holds a bachelor of law degree from National Chung Hsing University in Taiwan and a M.A. in communication from Stanford University in Palo Alto, Calif. *judywu@idc.com*

IDC Malaysia's new database management specialist is **Lim Chin Boon**. He will be responsible for the coordination, collection and management of the data and models used to create IDC's worldwide industry IT spending guides. Before coming to IDC he worked in a law firm maintaining and analyzing income tax records. He is a certified member of the Association of Chartered Certified Accountants. *cblim@idc.com*

IDC Indonesia has hired **Lembayung Triatmi** as an associate market analyst with its Telecommunications group. Prior to joining IDC, she was a customer relationship management officer at Bakrie Telecom. Triatmi earned a B.A. in economics from Parahyangan University in Bandung, Indonesia, and an M.B.A. from the Hague Universi[illegible] at Den Haag, Netherlands. Her [illegible]terests include travel, art, history and cooking. *ltriatmi@idc.com*

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

14
Fredrik Agrén *IDG Sweden*

13
Henry Morris *IDC*
Lucy Docherty *IDC U.K.*

12
Satoshi Yoshida *IDG Japan*

11
Yoshiko Mimura *IDG Japan*
Paolo Lombardi *Nuov@Periodici Italia*
Katarina Strömberg *IDG Sweden*
Dawnette Gordon *IDG U.K.*

10
Joanna Nilsson *IDG Sweden*
Cheryl Quinn *ITWorld Canada*
Daniel Cardamone *IDC*
[illegible]niel Behrens *IDG Germany*

9
John Fontana *Network World*

8
Margherita Bertoncelli *Nuov@Periodici Italia*
Joakim Allwin *IDG Sweden*
Rosa Rodriguez *IDG Spain*
Bill Cappel *Mac Publishing*
Manuela Eue *IDG Germany*
Sandra Rossi *IDG Australia*

7
Gregory Ireland *IDC*

4
Michael Fletcher *IDC*
Daniela Konicki *IDG Germany*

3
Sarah Thompson *IDC Hong Kong*
Grace Moy-Ng *Network World*

2
Silvia Hernandez *IDG Spain*
Marislei Matthias *IDC Brazil*
Yuvisa Muga *IDC Peru*
Grace Fu *IDC Taiwan*
Catherine Cromley *IDC*
Kathryn Hingston *IDC U.K.*
Marion Hoisl *IDG Germany*
Marlen Cale *IDG*

1
Marta Garcia *IDG Spain*
Cristina Redondo *IDG Spain*
René Almeida *IDG Brazil*
Stephen Gao *IDC China*
Eric Hatcher *IDC*
Kathryn Matras *IDC*
Elbak Anders *IDC Nordic/Denmark*
Laura Ames *IDG Connect*

Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

IDG runners wanted for Boston race

Calling all runners! The Boston edition of the JPChase Morgan Challenge is coming up again. This year's 3.5 mile race from Boston Common to Kenmore Square and back takes place on June 26 at 7 p.m., and runners of all backgrounds are encouraged to join the IDG team.

The Corporate Challenge has been held in Boston each year since 1984 and is owned and operated by JPMorgan Chase. The event typically sells out within three weeks so don't wait to sign up. The entrance fee is $35. To reserve your spot contact team captain **Charlotte McCormack**, PR manager at IDG World Expo, at 508-424-4837 or charlotte_mccormack@idg.com.

One on one

continued from page 3

It will be structurally identical to GameStar and probably go online in a couple of months.

***Q* What are a few examples of particularly effective lead generation programs your company has tried, and what have you learned from those experiences?**

A We are using a lot of lead-gen instruments: white papers, case studies, e-mail marketing, call center activities and events. Moreover we are just launching our CRM-system connected via database where we will have 1.6 million addresses, from which 250,000 are highly qualified IT decision makers.

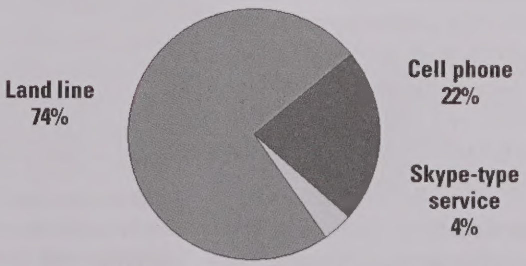
A critical factor to any successful campaign is full transparency of targets (timeframe, quantity, quality of delivery) and continuous monitoring and optimization at any stage of the campaign. Clear-cut targeting of lead-gen activities pays out immediately in better response rates and higher numbers of valid leads per campaign. Also, readers appear to have a sense of what they can expect before submitting leads and downloading white papers. The quality of teaser texts and abstracts of white papers plays an essential role here. Our efforts in optimizing the quality of all information with which we enrich our white papers had a tremendously positive effect.

Among the results we've had on several recent campaigns, which are great examples of over deliveries: Oracle: 200 leads booked, 305 leads delivered after 30% time of campaign (ToC); Saperion: 25 leads booked, 109 delivered after 85% ToC; Symantec: 100 leads booked, 115 delivered after 23% ToC. We're selling these additional leads successfully to the vendors and, in the process, showing IDG's ability to outperform even tough lead-gen targets. WU

Employees are encouraged to send suggestions for columnists they would like to see on this page. All questions will be passed along anonymously. Write to world_update@idg.com.

Question of the Week results for April 7

On an average work day, what type of phone do you spend the most time on?



Log on to www.idgcentral.com to vote on this week's question:
What type of volunteer activity do you do most often?

celebrating 10!

Name
Sharon Machlis

Home
Framingham, Mass., now (originally from New York).

Joined Computerworld
December 1997, as a government/security reporter.

Current title, what your job involves
Online managing editor. My goal is to help us get great and cool content on the site.

Most challenging part of your job
Trying to be continually engaging on the Web for a very sophisticated audience.

Best part of your job
The amazing team of people I work with every day.

Latest accomplishment
Computerworld.com just won three Neal awards for online editorial excellence, sweeping the online awards in our category.

What's kept you at IDG for 10 years?
Great people to work with, management that values employee morale and the emphasis on professional development.

Interests outside the office
Photography, computer/Web programming (currently Ruby on Rails, I coded and run a site called framinghamevents.com), blogging (pedestrianfriendly.com), travel, ham radio, playing the piano, yoga, walking/hiking.

What's the most rewarding thing you've ever done?
Helped friends in Bosnia both during and after the war there, including sponsoring two close friends from Sarajevo and their families to move to the U.S. As a ham-radio operator during the war, I also passed messages in and out of Bosnia when there was no other communications alternative.

Of what accomplishment at work are you most proud?
Helping to lead Computerworld's transition from print focus to Web focus.

What book is on your bedside table?
Right now there are four: *Fruit of the Lemon* by Andrea Levy (pleasure reading), *Rails for PHP Developers* (geek reading), *15-Minute Italian* (preparation for an upcoming vacation), and *The Digital Photography Book Vol. 2 by* Scott Kelby (in hopes of one day taking a photo that makes the IDG calendar).

Your idea of a perfect day alone?
Sitting at the beach, splitting my time between reading, walking along the ocean, taking photographs, and napping. Ahhhhhhhhh....

Computerworld's ***Sharon Machlis*** *recently celebrated her 10 years of service to the company at a dinner hosted by IDG Chairman* ***Pat McGovern****.*

Favorite celebrity encounter
I was on a plane to Washington, D.C., and saw senators Kerry and Kennedy a few rows up. This was during the war in Bosnia, and I had strong feelings about how I hoped U.S. policy would change. I decided I'd never forgive myself if I missed the opportunity to do some lobbying. It turned out that having my elected representatives strapped into their seats, without staff screening their calls, was a great way to grab their attention for a couple of minutes!

Favorite sports team
New York Giants. It was a great season, with the unexpected Super Bowl victory over the New England Patriots, but most of my colleagues in the office didn't think so.

If you won the lottery tomorrow, you would
Travel more. And I'd fly first class on international flights!

Manager's profile
"Sharon's contributions and dedication to Computerworld's editorial efforts go well beyond what most employers could ever expect from even a star employee. She is the institutional memory of Computerworld's online efforts going back many years. Sharon not only makes the trains run online, she's also an idea generator, technologist, writer, process builder and manager, team builder and editorial protector. On an editorial staff that fairly bristles with talent everywhere you look, Sharon is a standout. Her contributions make Computerworld noticeably better."

—Scot Finnie, editor-in-chief, Computerworld

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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Shelly Bourbeau *IDG World Expo*
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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 Web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG also publishes more than 300 magazines and newspapers in 85 countries. IDG's media brands include CIO, CSO, Computerworld, GamePro, InfoWorld, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, Entertainment for All Expo (E for All), Storage Networking World and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events. More details at http://www.idg.com.

IDG World Update

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WWW.IDGCENTRAL.COM

Inside this issue

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PCWelt.de incorporates vidoes for all product reviews *page 5*

Celebrating 10! PC World China's Liu Yue *page 8*

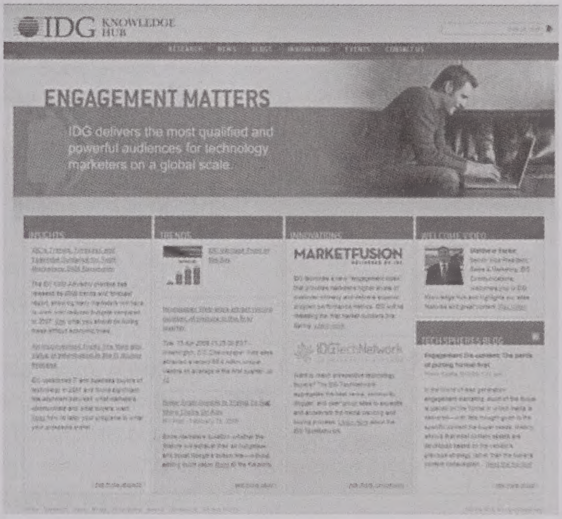
Pets of IDG Nation unite! *page 8*

IDG Knowledge Hub site targets tech marketers, agencies

Combines IDG initiatives and resources with external content in one location

IDG launches a comprehensive online resource center today that provides information and advice for U.S. technology marketers and agency professionals and aims to promote a dialogue between and among IDG and its clients, prospects and agencies.

True to its name, IDG Knowledge Hub (www.idgknowledgehub.com), serves as a central location for marketers to learn about a variety of IDG initiatives such as IDG Market Fusion (a lead generation program that combines behavioral tracking, targeted profiles and a pre-defined content strategy to deliver the most highly qualified prospects for clients), the IDG Tech Network (IDG's online media and advertising network) and IDG Connect (a lead generation service that sends prospects in its database information about vendors' content assets, such as white papers, webcasts and analytical tools). And, for the first time, information about IDG media in the U.S. and IDC research can be found alongside content from BtoB, Ad Age, MediaPost, ClickZ, paidcontent.org, Magazine Publishers of America, American Business Media and other resources that report on or analyze the media, marketing, technol-



ENGAGEMENT MATTERS

IDG delivers the most qualified and powerful audiences for technology marketers on a global scale.

A key part of Knowledge Hub's marketing campaign is an exclusive microsite within AdAge.com.

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CSOonline.com redesign features more flexibility, power

CSO magazine's site has had a few cosmetic changes since it launched in 2002, but it recently had a complete makeover. The redesigned site (www.csoonline.com/) went live at the end of March.

SUSAN MURRAY

The Online Publishing Group, shown here, worked with CSO on the relaunch of the publication's site. Seated (l-r): Director, Development ***Aaron Valade****; Project Leader* ***Jennifer McCarthy****. Front row: Managing Producer* ***Matt Goebel****; Manager, Online Account Services* ***Danielle Tetreault****; Lead Web Designer* ***Presh Costales****; Chief Architect* ***Monique Caron****; Web Producer* ***Valerie Galluzzo****; Principal Architect* ***Jay Zheng****. Back row: Senior Producer* ***Joseph Nguyen****; Web Developer* ***Colin Lauver****; Senior Web Designer* ***Wayne Yii****; Associate Producer* ***Dave Gradijan****; Online Office Coordinator* ***Marla Hawkins*** *and Web Development Team Leader* ***Kevin Gerich****.*

"A lot of newer, more flexible technology has become available, and we need to take advantage of that," said **Martha Connors**, VP and general manager for Computerworld.com and CXO Online Media. "We also had the opportunity to realign our design and user interfaces to match our evolving content strategy on the site. So the relaunch was designed to not only build a new look and technology foundation but develop a site that can grow beyond the magazine audience to a larger audience in the security field."

CSO Editor-in-chief **Derek Slater** said the flexibility and power of the reworked publishing platform means several things.

- The site — which sees about 200,000 page views per month — now serves its audience better. "It's easier for them to find the material they want and see other resources related to what they're viewing," he said.

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Coming up

IDC Enterprise Data Center Forum
May 6
New York City
www.idc.com

Computerworld IT Management Summit
May 6
Orange County, Calif.
www.itmanagementsummit.com

Communication as a Strategic Tool
IDC's Asia/Pacific Unified Communication Conference 2008
May 6
Kuala Lumpur, Malaysia
www.idc.com

IDC Virtualization Forum
May 7
New York City
www.idc.com

IT Executive Forum
A Computerworld/InfoWorld event
May 7
New York City
www.itexecutiveforum.com

Computerworld IT Management Summit
May 7 — San Francisco
May 8 — Seattle, Wash.
www.itmanagementsummit.com

Dynamic Infrastructure Management Conference
An IDC U.K. event
May 15
Dublin, Ireland
www.idc.com/uk

Enterprise Data Center
May 22
London
An IDC UK event
www.idc.com/uk

Computerworld Honors Program
June 2
Washington, D.C.
www.cwhonors.org

IDC IT Forum & Expo
June 4-5
Boston
www.idc.com

See the events calendar on www.idgcentral.com.

Knowledge Hub

continued from page 1

ogy and advertising industries.

"IDG Knowledge Hub's theme, 'Engagement matters,' captures several elements of IDG's key value proposition: the engaged users on our Web sites, the engaged users on TechNetwork and the level of engagement reporting we can deliver via Market Fusion," said IDG Communications SVP/Sales & Marketing **Matthew Yorke**, who headed up the project and appears on a welcome video on Knowledge Hub's home page. "It neatly defines what differentiates IDG from its competitors."

While Knowledge Hub serves U.S. marketers, IDG.com continues to represent the global view of IDG, Yorke noted.

Intended to be as useful as it is promotional, Knowledge Hub features more than 75 information assets, including:

- Research about and for tech buyers and sellers involved with enterprises as well as prosumers who purchase products for offices, homes, mobile users and gamers.
- Trends and issues covered in news and feature stories identified from sources around the Web, IDG, IDC and trade associations.
- Blogs by IDG and IDC executives who will talk about lead generation, behaviorial targeting, lead scoring and lead quality, the power of the Web and the future of mobile, and where tech marketing and sales are headed. The first blog contributors are IDG Connect General Manager **Frank Cutitta**, IDG TechNetwork VP/Sales & Business Development **Kevin Normandeau** and IDG Communications Executive VP/Interactive **Colin Crawford**.
- Customer stories showing how the use of multimedia and research contributes to a company's image, credibility and business success.
- A "Working with IDG" section with links to IDG media, research, event and list resources covering information on advertising and marketing programs, how to arrange product reviews, editorial contacts and calendar information across brands.
- A calendar of events inside and outside of IDG.

Planning for Knowledge Hub began late last year with the help of media planner PJA, which helped Yorke and his staff, Director, Communications & Marketing Programs **Howard Sholkin** and Marketing Communications Specialist **Teresina Cardamone**, identify options for maximum exposure. The team worked with Berkeley, Calif.-based Decision Counsel on site design. "I am impressed and immensely proud of the work Howie and Teresina have done in making Knowledge Hub a reality," Yorke said.

NANCY KOWAL

*IDG Communications Marketing Communications Specialist **Teresina Cardamone** and Director, Communications & Marketing Programs **Howard Sholkin** began work on the Knowledge Hub project late last year and will continue to be involved as the site evolves.*

Anyone can access Knowledge Hub, but registration is required to download items, such as an executive summary of an IDC white paper or a presentation. A user needs only to register once, and leads will go into IDG's Customer Intelligence database and be used to promote cross-IDG programs, upcoming events and other activities.

Exclusive microsite on AdAge.com

A key part of Knowledge Hub's marketing campaign, the bulk of which will run through June, is a microsite within AdAge.com's Market Intelligence Center. (View the link on the AdAge.com home page on the left side, under Branded Content/White Papers & Marketing Information.) It is the first time IDG has used a microsite on AdAge.com. The microsite, which will have exclusive placement on the AdAge site for one year, will highlight up to 10 resource assets on Knowledge Hub that link back to the Hub. The microsite will be updated periodically.

Knowledge Hub promotions will also include:

- Banner ads throughout AdAge.com and via e-newsletters.
- Banner ads on www.BtoBonline.com.
- BtoB daily news alerts.
- Placement in MediaPost, ClickZ, eMarketer, Marketing Vox and Ad Rants e-newsletters and/or sites.

Knowledge Hub's home page content will be refreshed through RSS feeds from sites such as www.BtoBonline.com. Cardamone and Sholkin will be relying on business units to submit content and will be working with IDC to post a new white paper each month. "The site will definitely evolve as we move forward," Sholkin said.

Write to howard_sholkin@idg.com.

10 cheap tricks to increase online traffic

Lars Jacobsen
The editor-in-chief of PCWorld.dk is this week's columnist. Reach him at l.jacobsen@pcworld.dk.

If your site is struggling for more users and your funds are limited, it is no cause for despair. Since adopting an online-only strategy in November 2006, PC World Denmark has tripled its online traffic and established itself as the largest IT and consumer electronics site in Denmark. Editor-in-chief ***Lars Jacobsen*** *of pcworld.dk shares 10 tricks for growing traffic without busting the budget.*

1. Statistics are your friend.
There is something magic about publishing a story and watching the number of users grow minute-by-minute. So even if you don't have the money to spend on advanced reporting systems, just use Google Analytics. It's free, fast and easy to learn. And don't keep the statistics and reports in the drawer. Share them with the team and the freelancers to help them to make informed decisions. Google Analytics also gives you an overview of incoming searches. I learned that when we turned down the Vista coverage after its launch. It just wasn't news anymore. But after a few months "Vista" was the most searched word on pcworld.dk, and we reactivated our Vista blog.

2. Make your site easy to learn, easy to access.
Most of us, when describing a Web site, would point to the front page. But less than 30% of our users enter through the front door. Instead they come through search engines, newsletters, RSS feeds and recommendation links from friends or co-workers. So when designing your site, don't make it all about the front page. Start where the content and the readers are. It is from here that the site should be easy to access and decode. Actively help the users navigate your site. They often know what they are looking for, so help them find it. Mark all blog entries as "Blogs," all videos "Video" and all news and reviews as such, so users with a glance can distinguish between the type and format of content.

> *You can write about the iPhone until your fingers bleed, but in the end it's the online and easy-to-navigate gallery that gets the clicks. So start using pictures — and lots of them."*

3. Do something fun.
Most of us got into technology and reporting because it was fun. But looking at most tech sites, it is often hard to see the fun. Many post endless reviews and huge benchmarks that are raised to some kind of quasi-science. It is as if fun is the opposite of trustworthy. But anyone who has had strange and funny videos mailed from a friend knows that's not the case. So do something fun, even if it is just linking to a weekly fun YouTube video. Or go in to the archives and do a series about all the hype you have helped communicate. We called it "Sorry, we were wrong," and it was very well received and resulted in scores of e-mails from readers who wanted to share their tech blunders.

4. Pictures, pictures and more pictures.
Nobody buys an ugly gadget anymore, and gone are the days of the beige desktop. Style, color, dimensions and weight are what most consumers care about. You can write about the iPhone until your fingers bleed, but in the end it's the online and easy-to-navigate gallery that gets the clicks. So start using pictures — and lots of them. But don't spend hours on fancy collages or magazine-quality layout; the users don't care that much. And don't think you can ever have too many pictures. Just add a gallery at the end or as a separate story.

5. Pricing info.
Very few of us have unlimited funds, and the same goes for our readers. So while that Dell XPS gaming station with a 30-inch monitor looks nice, it's the price that will decide if we really need it or not. Lots of sites in the IDG universe already collaborate with pricing sites like pricerunner.com. So if you haven't yet, you should at least explore the possibility of a deal with a local partner — or create a pricing site. It's a traffic driver delivering up to 10% of our traffic at its highest and also a source of revenue from either a partner or from the paying retailers.

6. Sum up your best content.
Most of us hate to repeat ourselves. But we often have to, especially on the Web. Typical readers regularly follow six to seven Web sites at most, and you shouldn't automatically expect your site to be one of them. So link, link and link internally to old stories and relevant background material – keep the readers in your universe and show them the depth and value of your site. Don't be afraid to sum up great content after the holidays, after the summer, or just when you have enough content. Not many readers will want to miss the "10 great tech stories that you missed this summer" story.

7. Try competitions.
Competitions are a great traffic driver. Every Christmas we have a daily competition in which readers answer simple tech questions from articles we have written. Everyone can participate once a day. In January we draw each day's winner. It's closely linked to our newsletter that gets a 30% to 40% boost each December, which helps maintain the momentum. And don't forget the possibilities in leads, sign-ups for internal and external newsletters and sponsorships.

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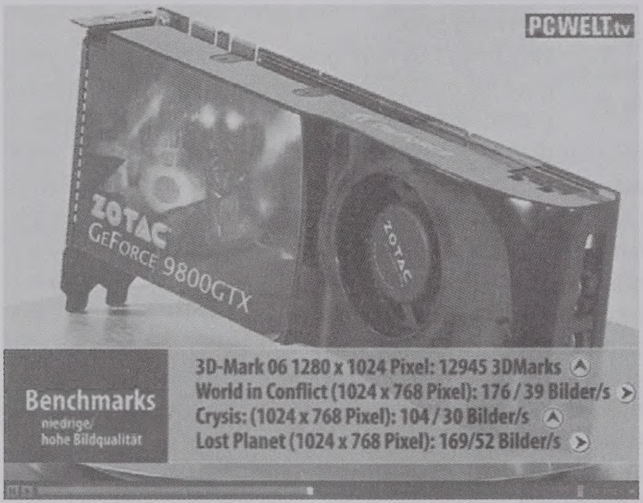
PCWelt.de's single-product videos enhance reviews

After recently tweaking and improving PC-Welt's Test Center area (www.pcwelt.de/tests/), staffers began adding something to their product reviews that no other German IT publication offers: single-product videos.

"There are thousands of products in our database," said **Dominik Grau**, PC-Welt Web site manager. "We're focusing our video efforts on all new products. By the end of 2008 we'll have about 120 products with featured videos, in addition to the over 150 products that will have a 360° photograph." Grau said he expects 30 to 50 new products — and their videos — will be added every month.



3D-Mark 06 1280 x 1024 Pixel: 12945 3DMarks
World in Conflict (1024 x 768 Pixel): 176 / 39 Bilder/s
Crysis: (1024 x 768 Pixel): 104 / 30 Bilder/s
Lost Planet (1024 x 768 Pixel): 169/52 Bilder/s

PC-Welt's video product review of the Zotac Geforce 9800 GTX graphics card offers benchmark results from the PC-Welt test center.

Grau said single-product video reviews are the next step in the evolution of editorial product reviews. "First, there were text-based reviews, then we had photo galleries, and now it's videos. They offer our readers a chance to see the product in detail and not just from one side or the other. We zoom in and show the product in slow motion with every important feature. All this improves the quality of PC-Welt reviews," he said.

The videos, which run between one and two minutes, show only the products, standard product specifications and all data collected at the PC-Welt test center with basic descriptive narrations. "And, of course, the official pcwelt.de rating," Grau said. "No speakers or PC-Welt staff will be shown; it's all about the product, and all videos are standardized."

Filming will be coordinated by PC-Welt Editors **Daniel Behrens** and **Thomas Rau** and done by an external TV production team at a studio outside Munich. PC-Welt has its own in-house state-of-the-art TV studio, but Grau said filming product videos would have "blocked resources and technical equipment on one or two days a week that otherwise could be used for important webcasts or client productions. And it's cheaper because of the small-budget, long-term contract with our external studio."

Even if a product gets a bad review from the PC-Welt test center it will still rate a video. "Everything we do is based on our readers' wishes," Grau said. "We'll include bad ratings and terrible products so that the readers can make the right buying decision." He added that videos will be updated for an upgraded product "only if it's a top-notch or a totally new product generation."

User feedback for the videos has been "quite positive," Grau said, and traffic has been increasing as well. "Recently we've had 5,000 to 10,000 users in the video section each day, compared to 2,000 to 5,000 visitors in earlier days. That's not just based solely on the product videos, but they do play an important role in our video portfolio," he said.

Upcoming test center site upgrades will include user ratings and sort functions for best-selling items.

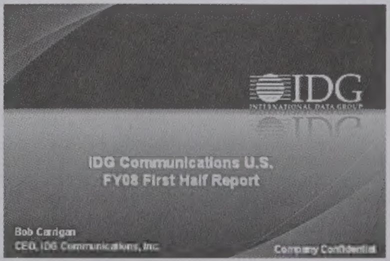
Grau said the product videos came from an idea by test center staffers. "Without the team it wouldn't have been possible to set up this exciting new feature," he said. None of PC-Welt's competitors offer product videos comparable to PC-Welt's, he added. "But I'm pretty sure they'll do similar things soon. We would react the same way; competition keeps us alive."

For more information contact Dominik Grau at dgrau@pcwelt.de. WU

To see a video review of a Samsung digital camera, see the link with this article on IDG Central.

IDG Central Webcast: IDG Communications' first-half results

IDG Communications CEO **Bob Carrigan** reviews the financial results of U.S. business units in the first two quarters of FY08 and discusses outstanding online initiatives that are driving new revenue and extending IDG's influence. These include The Industry Standard, the IDG TechNetwork, the relaunch of CSOonline.com (see page 1), the relaunch of Macworld.com and Market Fusion. If you need an IDG Central password, go to www.idgcentral.com.



IDG Communications U.S.
FY08 First Half Report

Bob Carrigan
CEO, IDG Communications, Inc.

Company Confidential

IDG

Current Jobs, Week of April 21, 200 8

BU	Category	Title	Location	Contact	Email	Phone
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	Editorial	Senior Editor,New Media	Framingham	M. Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Events	Executive Programs Specialist	Framingham	M. Scanlon	mary_scanlon@computerworld.com	508-628-4903
CXO Media						
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	EP	Marketing Manager	Framingham	P.Boyle	pboyle@cxo.com	508.935.4192
	EP	National Sales Manager, Executive Programs	Framingham	P.Boyle	pboyle@cxo.com	508.935.4192
	Online Editorial	Online Editorial Director	Framingham	P.Chisholm	pchisholm@cxo.com	508.935.4734
	Online Sales	Online Account Services Specialist	Framingham	P.Boyle	pboyle@cxo.com	508.935.4192
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	Research	Senior Research Analyst, Energy Insights	Framingham, MA	Susan Brown	sbrown@idc.com	508-935-4099
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	Research	Operations Analyst, WW Trackers	Framingham, MA	Susan Brown	sbrown@idc.com	508-935-4099
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	Research	Research Analyst, Software as a Service	Framingham, MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Manager or Director, Systems Integration Business Strategies	Framingham, MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Verticals	Framingham, MA	Michelle Hockman	mhockman@idc.com	508.935.4133
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	Research	Program Manager, Enterprise Trackers	Framingham, MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Software Sales Channels	Framingham, MA or Toronto	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
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	Research	Program Manager, PC Tracker	San Mateo, CA	Susan Brown	sbrown@idc.com	508-935-4099
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	Marketing	Product Marketing Manager	San Francisco CA	http://careers.idg.com		
	Online	Associate Web Designer	San Francisco CA	http://careers.idg.com		
	Sales	Regional Sales Manager, Northwest	San Francisco CA	http://careers.idg.com		
	Sales	Regional Sales Manager, Southwest	SF or LA, CA	http://careers.idg.com		
	Editorial	Product Manager	San Francisco CA	http://careers.idg.com		
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	Online	Sr. Web 2.0 Developer	Southborough MA	E. Cormier	ecormier@nww.com	
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PC World/Macworld						
	Sales	Inside Ad Sales Rep	San Francisco CA	http://careers.idg.com		
	Editorial	Executive Producer, Products	San Francisco CA	http://careers.idg.com		
WEC						
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	Ops	Registration & Housing Specialist	Framingham MA	Jillian Gardner	jillian_gardner@idg.com	508-935-4041
	Sales	Sales Manager	Framingham MA	Sara Scogland	sara_scogland_idg.com	508-935-4161

Go to http://careers.idg.com to view all current job opportunities at IDG

CSO.com

continued from page 1

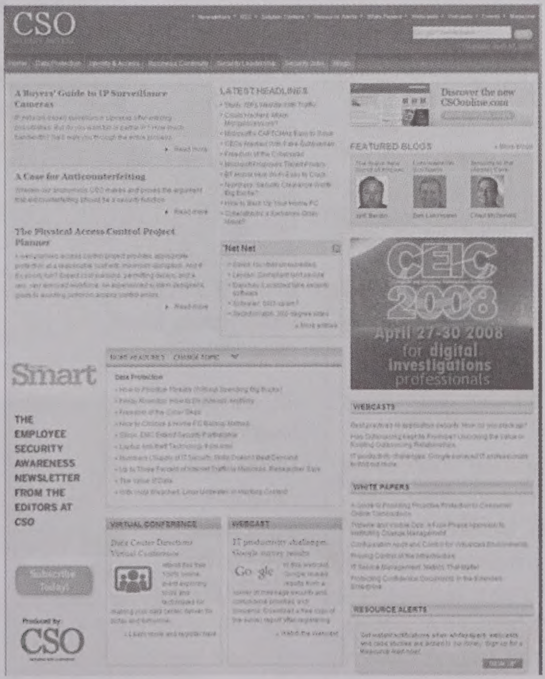
- Stronger multimedia capabilities give CSO the ability to offer slideshows, videos and Flash diagrams more quickly.
- Editors can now work directly with site content, so it can be optimized for search and for presentation without requiring help from in-house Web producers, freeing up those producers to focus on more complex projects.

Four months in the making, the revamped site now presents content in four specially focused areas: data protection, identity and access, business continuity and security leadership. "These are broad areas that are critical today for both the reader community and the advertiser community," Slater said.

"We still have great information about other topics, particularly security careers and events." Navigation has been enhanced to make the redesign "very clean, very clear and very consistent," he added, with Google search added to enhance users' search queries.

Creating a dialogue

Peer-to-peer communication opportunities have also been improved. "We'll be using a similar platform to CIO.com's Advice and Opinion section inviting readers to publish original content in blogs," Slater said. Before the redesign the site only gave readers the ability to comment on stories. "In addition to sharing best practices with visitors, we are now able to have a dialogue with them and create and share more relevant information that will help them daily in their jobs."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Data Center Directions Virtual Conference
WEBCAST
IT productivity challenges: Google survey results
Google
WEBCASTS
WHITE PAPERS
RESOURCE ALERTS
Produced by CSO

CSOonline.com's editors can now work directly with site content, so it can be optimized for search and for presentation without requiring help from in-house Web producers.

***Kate Walsh**, CSO staff writer; was part of the group that migrated data from the old site and tagged it for the new one. With her is CSO Editor-in-chief **Derek Slater**.*

An advertiser site tour was created to highlight the various ways vendors can participate on the site. These include interactive banners, advertising campaigns that can be targeted to highlight content on subjects that vendors' products and services address and the opportunity to participate in a solution center, a cobranded microsite, usually topic-focused, that includes content from an advertiser as well as CSO.

For an example, go to www.csoonline.com/solutioncenters. All vendor content on the site is gated and requires site registration — and thereby lead generation — to be viewed.

Connors said the team did little upfront research to ascertain what users' wanted. "We'll use the launch itself to get user reaction to the revamped site," Connors said. "We'll change and grow based on our users input and behavior. It's the Web — we can change it!"

For more information contact Derek Slater at dslater@cxo.com. WU

New site expands audience appeal

CSO Editor-in-chief **Derek Slater** said the audience for the newly revamped CSO site is "everyone interested in security — CSOs and other security department personnel; CIOs and IT shops; and security vendors. Perhaps less obviously there are tons of non-security professionals who serve on security, safety and risk management committees. They need security information and play a critical role in security purchasing."

He added that the everyday employee or citizen also has security concerns. "When we create articles or videos that raise their awareness of these issues, we are serving the needs of the CSO and CISO as well."

CSOonline.com visitors' profile

Average Security Budget: $26 million

Average Company Revenue: $9.5 billion

Average Number of Employees: 19,860

More CSO properties worldwide

Australia: Produced by IDG Australia at www.csoonline.com.au.

Italy: Published quarterly by Nuov@Periodici Italia with a readership of 9,000. Go to www.nuovaperiodici.it.

Poland: IDG Poland publishes CSO quarterly for 4,000 readers. Go to www.cso.cxo.pl.

Sweden: IDG Sweden's quarterly CSO has a circulation of 8,000. Go to www.csoonline.se.

Source: www.idg.com

noteworthy people

Promotions

Ford
MARLEN CALE

IDG Technology Services Group (TSG) Corporate Systems Development Manager **Kevin Ford** has been promoted to senior manager of technology services. "In the three years Kevin has been with IDG he has progressed from being an individual contributor responsible for our corporate systems technology direction to managing the developers for the corporate systems and managing the testing and support team," said **Nancy Newkirk**, VP, TSG. "He has a strong background in customer service and in infrastructure." *kevin_ford@idg.com*

Welcome
CHRIS KAY

Sarah Welcome, IDG Technology Services Group customer intelligence manager, has been promoted to director of customer intelligence with IDG Communications. "Sarah started at Computerworld where she was hired to develop an in-house solution for e-mail marketing," said Nancy Newkirk, VP, TSG. "After nine months we rolled out the customer intelligence program live at CW and since then it has been implemented at eight other organizations. In addition to developing the CI system as a standard for IDG Communications e-mail marketing, Sarah has been working to help our business units develop their databases, both in new names and in gathering demographic data. Sarah has also been responsible for improving our focus on deliverability of e-mails and has implemented a team and programs to build strong relationships with all the major ISPs toward that end." *sarah_welcome @idg.com*

New employees

IDC Philippines has hired **Eric Robles** as an associate market analyst with its Peripherals group. He has a background in business information research and business analytics. A graduate of Manila's Philippine Christian University with a B.A. in computer science, he is currently pursuing an M.B.A. with a specialization in technology management at De La Salle University's Dasmariñas Graduate School of Business. In his free time, he enjoys reading books on technology, management and history. He is also an active volunteer of Philippine Business for Social Progress, giving free advice on marketing and IT projects to small companies. *erobles@idc.com*

Market Analyst **Alvin Pequiro** comes to IDC Philippines's Personal Systems group from Bayan Telecommunications Philippines where he was an analyst responsible for the continuous development of internal processes. He holds a B.S. in statistics from Mindanao State University's Iligan Institute of Technology in Iligan City, Philippines. Currently, he is pursuing an M.S. in statistics at the University of the Philippines in Diliman. Away from the office he enjoys hiking, swimming and teaching ballroom dance. *apequiro@idc.com*

IDC Australia has hired **Neville Chan** as an associate analyst with the PC Monitors group. He joins the company from his role as a data analyst at Digital Alchemy. He holds a B.A. in mathematics from Sydney's University of Technology, where he also has worked as a mathematics and Microsoft Excel tutor. *nckchan@idc.com*

Lingblom
LYNN HOLMLUND

Associate editor **Marie Lingblom** comes to CXO Media from her role as managing editor at the Mass High Tech, a weekly newspaper focused on the business of technology and life sciences in New England. She holds a B.S. in journalism from Boston's Suffolk University. In her free time she is a student adviser, conference coordinator and trustee for InterFuture, a nonprofit, intensive year-long undergraduate study abroad program focused on culture-based comparative studies. She is also co-founder and board member of Blind Lemon Aid, a nonprofit dedicated to helping organizations that support New England homeless via live music events to raise money. *mlingblom@cxo.com*

Boyle
PETER SHORT

Joshua Boyle is the new senior account executive with IDC's Financial Insights division. He was previously VP, Strategic Accounts with IANS (Institute for Applied Network Security). A graduate of Boston's Suffolk University, he holds a B.S. in finance. He enjoys hiking, fishing, boating and golf. *jboyle@financial-insights.com*

LaFleche

IDC U.K. has hired **Trevor LaFleche** as a Financial Insights senior analyst, Wholesale and Corporate Banking. He was previously director of product marketing at SunGard. He holds a B.S. in commerce from Canada's University of Alberta and an M.B.A. specializing in international finance from the European University in Brussels. An active scuba diver and "keen" marathon runner, he has also been training five days a week at 5:00 a.m. since December for this month's London Marathon, which he ran — in 3:59:21, a personal best — to raise money for the Royal National Lifeboats Institute. *tlafleche@idc.com*

Harrington
PETER SHORT

IDC Framingham has hired **Daniel Harrington** as a research analyst with its Enterprise Servers group. He was previously a global infrastructure coordinator with Pfizer, Inc., working with its Global IT Infrastructure team. He holds a B.A. in communication and marketing from Central Connecticut State University in New Britain, Conn. He enjoys spending his free time with friends and family and playing pool. *dharrington@idc.com*

Baker
PETER SHORT

Also new at IDC Framingham is **James Baker**, Storage Software research manager. He was previously principal product manager with EMC Corp. A graduate of the University of Illinois/Urbana-Champaign, he holds a B.S. in marketing and an M.B.A. In his free time he sings classical music with the Assabet Valley Mastersingers and plays golf. *jbaker@idc.com*

All business units are welcome to sen information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

24

Valerie Sanclemente *ESG*
Penny Winn *IDG World Update*

20

Rick Pastore *CXO Media*

19

Sue Yanovitch *CXO Media*

17

Heidi Broadley *ESG*

16

Derek Slater *CXO Media*
Christian Christiansen *IDC*

13

Martina Reger-Voelzing *IDG Germany*
Naoyuki Sakai *IDG Japan*

12

oud Arezki *IDC*

10

Henrik Almén *IDG Sweden*

9

Jennifer Malkasian *CXO Media*
Natasha Tan *IDC Singapore*
Peter Short *IDC*
Curtis Price *IDC*
Brian Wood *Network World*

8

Monika Seres *IDG Germany*
Lisa Esseen *IDG Sweden*
James Motch *PC World*

7

Anna Demetriou *IT World Canada*
David Parker *IDC*
Scott Ellison *IDC*
Vanessa Bradnam *IDC U.K.*

6

Mitsuyuki Tachihara *IDC Japan*
Kevin Brodie *IDC*

5

Lisa Borthwick *IDG Global Solutions U.K.*
Nobuyuki Sakata *IDC Japan*
Ana Chin *IT World Canada*

4

Luciano Crippa *IDC Brazil*
Raymond Huo *IDC China*
Shirley Ba *IDC China*
Jacky Wan *IDC China*
Melissa Bambauer *IDC*

3

Carolina Hernando *IDG Spain*
Sue Krenek *PC World*
Eva Au *IDC Singapore*
Scott Lundstrom *IDC*
Jerome Drevet *IDC France*

2

Daniel Shaw *PC Advisor*
William Schultz *PC World*
Mark Wood *IDC Australia*
Kyung-Mi Hwang *IDC Korea*
Yasmin Ranade *IT World Canada*
Katherine Layng *Network World*
Kathy Toffoloni *IDG*

1

Adam Dennison *CXO Media*
Joyce Dunnells *CXO Media*
Erika Karr *CXO Media*
Phil McCartney *IDG Global Solutions U.K.*
Miguel Garcia *IDC Mexico*
Jason Chen *IDC China*
Asha Suresh *IDC India*
Akia Ramsay *IDC*
Mukesh Dialani *IDC*
Jonathan Bassett *IDC*
Linton Scott *IDG Australia*
Daniel Hirsh *Network World*

Business units are nvited to send anniversary information to *IDG World Update* at world_update@idg.com.

Request a full-color PDF of World Update

DG employees can receive IDG World Update as a PDF file — with full-color photos — via e-mail. To request this service, write to world_update@idg.com. Current and archived PDFs are also available for download in the World Update section of IDG Central (www.idgcentral.com).

Online traffic

continued from page 3

8. Do something spectacular.
Do something that is funny and spectacular. Find the heaviest laptop in your country, the slowest but still working desktop, the most trashed — but still working — phone. Get people to post their photos, create galleries of the entrants, do stories on the people who own the stuff. And get a sponsor that will pay for the traffic and donate a prize for the best contribution.

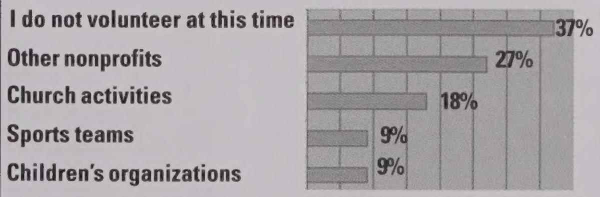
9. Lean back and let the readers do the work.
Once you have linked up with all your connections since kindergarten and bored everyone else with the applications on Facebook there is nothing to do. And the social media and Facebook-fatigue sets in. But if you have messed around with IT or consumer electronics long enough to know that there are probably just as many problems ("It should work") as joyous moments ("It works!"). Remember that problem solving is a great incentive to participate and get solutions for those elusive IT problems.

Almost 10 years ago IDG Denmark bought Eksperten.dk , an online user-to-user IT self-help site. Today it is has 682,000 IT-related questions and more than 8 million answers. The operating cost is low, and the site is going on its seventh year without any major changes. Our role is mainly acting as a referee that steps in if the discussion turns ugly.

10. Create partnerships and media PR.
Consider partnerships to exchange links and content. A lot of mainstream media are reporting on tech stories. Just think of the Vista launch or the iPhone's first day. So release or sell stories to the mainstream press with the aim of getting them to use your staff as sources for stories. As a result of this strategy, PC World Denmark is frequently cited as an expert source by major national TV stations and newspapers. While appearances on television or in newspapers don't drive much traffic, they make a big impression on manufacturers and advertising customers. WU

Question of the Week results for April 14

What type of volunteer activity do you do most often?



Log on to www.idgcentral.com to vote on this week's question:
How often do you back up your non-work computer files?

celebrating 10!

Name
Liu Yue

Home
Beijing

Joined IDG
Oct. 5, 1997

Current title
Director, Design Department, *PC World China*
I am in charge of the final reading of the design of our magazine.

What's kept you at IDG for 10 years?
The working environment and the fact that our publication is No.1 in the industry.

Best part of your job
Getting to know my many colleagues and friends who are both talented and ethical.

Favorite way to work off stress
Reading

What's your favorite thing on your desk?
My Macintosh computer.

Interests outside the office
Online gaming.

Family
My husband Wu Xu.

What did you want to become when you were a child?
An artist.

If you won the lottery tomorrow, you would
Not let anybody know it.

Favorite vacation spot
Greece

Retirement dreams?
Living healthily and quietly.

***Liu Yue** was the guest of IDG Chairman **Pat McGovern** at a dinner celebrating her decade of service to the company.*

Manager's profile
"As the longest-serving member of *PC World China*, Liu Yue not only witnessed the development but also promoted the progress of our magazine. Fine layout is the soul of a publication, as well as one of the sectors of competitiveness of our magazine. In the past 10 years, the products we report on have changed, the demands of customers have changed, our competitors have changed, but the fine design style of *PC World China* remains unchanged. Under her leadership, our art design team has become one of the most outstanding teams in our group. She absorbed the essence of our master publication and other magazines, caught up with the changes in the tastes of our readers and made our magazine elegant and vital."

— Liu Hui, publisher, PC World China

Is your pet a swag-wearing member of "IDG Nation"? Send photos!

A recent feature on Boston.com, which asked readers to send in photos of their favorite pets flaunting their best Red Sox Nation gear, got us thinking. Surely the pets (and their owners) of "IDG Nation" can be at *least* as creative as their more athletically inclined breathren!

So, let's see what you've got! Send us your favorite photo of your four-legged friend sporting his or her (or *your*!) finest IDG-wear, and we'll feature the best ones we receive on IDG Central. Heck, there might even be a bone (or some catnip) in store for the very most creative getups! Send your photos (or questions) to world_update@idg.com. And be sure to include your name and business unit and your pet's name and a brief description of how you coerced your pet into that attire!

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Teresina Cardamone *IDG Communications*
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Susan Murray *CXO Media*
Karen Ren *IDG China*
Howard Sholkin *IDG Communications*
Nancy Weil *IDG News Service*
Matt Yorke *IDG Communications*

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david_hill@idg.com

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 Web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG also publishes more than 300 magazines and newspapers in 85 countries. IDG's media brands include CIO, CSO, Computerworld, GamePro, InfoWorld, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, Entertainment for All Expo (E for All), Storage Networking World and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events. More details at http://www.idg.com.

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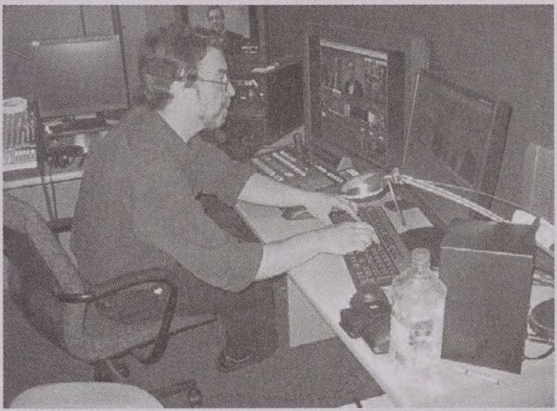
OPG studio provides professional service at in-house rates

Multimedia studio offers its services to all interested IDG business units

The Computerworld, CXO Media and InfoWorld Online Publishing Group (OPG) has made a significant commitment to the creation of high-quality online video content with the opening of its new Multimedia Studio in Framingham, Mass. The five-person staff, headed up by Executive Producer **Terri Sanford-Cook**, all hail from broadcast television backgrounds.

Noted Sanford-Cook, whose 20-year career includes stints with ESPN/ESPN 2 and X-Games, "we know how to make technical information sexy and engaging for video. My plan is to do for technical information what the Food Network did for cooking and what ESPN did for alternative sports. I know what it will take, and we have the team and tools in place to do it."

> *"My plan is to do for technical information what the Food Network did for cooking and what ESPN did for alternative sports. I know what it will take, and we have the [illegible]am and tools in place to do it."*
>
> *— Terri Sanford-Cook*



***Chris Bresnahan**, producer and studio operations manager, in the studio's control room during last week's shoot of a CIO webcast.*

Those tools, located at the group's 1 Speen Street office, include a 400-square foot studio, full lighting package, two Sony robotic cameras, a PC-driven TelePrompter, a variety of backdrops, a green screen, and a blue screen. The control room features a Broadcast Pix switcher with remote camera control, ChromaKey capabilities in either blue or green to allow for the creation of virtual sets; Clip Store library that can hold 10 hours of stills, logos and video clips that can be cued up and rolled automatically; and a character generator for the creation and mixing of custom logos and titles. In addition, there is a Mackie Audio Mixer; two-channel telephone hybrid that lets the staff isolate and control two independent incoming calls; an Avid Media Composer and

continued on page 4

InfoWorld's OSBC attracts 40 sponsors, positive feedback

The fifth Open Source Business Conference (OSBC), held last month in San Francisco, was the show's second as an InfoWorld event. Previously organized by IDG World Expo, InfoWorld assumed responsibility for the two-day conference in mid-production last year.

"Last December, InfoWorld took over OSBC from IDG World Expo," said **Jill Martay**, InfoWorld VP, events. "OSBC was a natural fit for Infoworld's event portfolio. 'Open source' ranks among the top-searched terms on Infoworld.com, and it complemented our theme-driven event business, which includes Service-Oriented Architecture (SOA) and Virtualization Executive Forums." She added that what appealed most to her about OSBC was "the community factor among the attendees — many alumni return to the program — and its very healthy attendee revenue stream." More than 600 open source vendors, end users, lawyers, integrators and investment professionals attended this year's event in San Francisco.

Titled "Putting Open Source to Work," OSBC 2008 offered presentations and panel discussions exploring how both traditional and non-traditional open source businesses see performance and cost-saving benefits from flexible IT platforms. Looking at the legal, investment, vendor and customer risks and rewards, there were the following dedicated tracks at this year's event:

- CIOs and CTOs learned how to get quality support for open source projects and gained implementation and cost-savings strategies.
- CEOs and CMOs could get up to speed on open

continued on page 5

Inside this issue

IDG Sweden launches site, events for women in IT *page 2*

IDG, IDC co-sponsor exclusive dinner event for CIOs *page 2*

One on one: IDG Australia Managing Director Don Kennedy *page 3*

IDG News Service tutorial provides video basics *page 7*

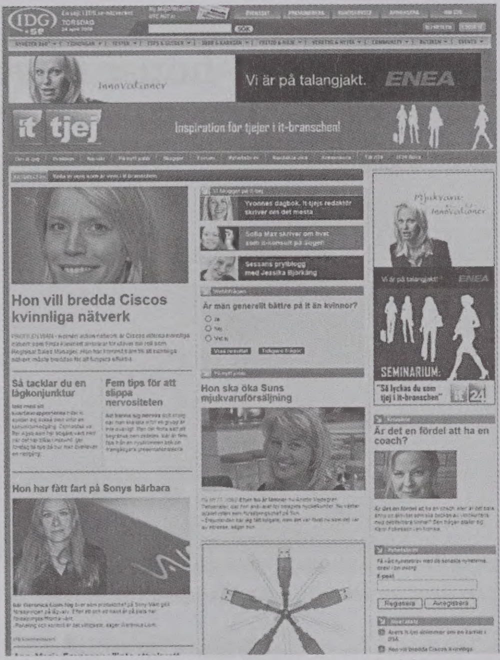
Show off your pets in their IDG [illegible]ery! *page 7*

Celebrating 10! Computerworld's Laurie Marinone *page 8*

newsworthy

in brief

New IDG Sweden site, events targeting women in IT get positive response


Vi är på talangjakt. ENEA

it tjej

Inspiration för tjejer i it-branschen!

Yvonnes dagbok. It-tjejs redaktör skriver om det mesta

Sessans prylblogg med Jessika Björkäng

Hon vill bredda Ciscos kvinnliga nätverk

Är män generellt bättre på it än kvinnor?

Så tacklar du en lågkonjunktur

Fem tips för att slippa nervositeten

Hon ska öka Suns mjukvaruförsäljning

SEMINARIUM:

"Så lyckas du som tjej i it-branschen"

Är det en fördel att ha en coach?

Hon har fått fart på Sonys bärbara

Registera

Avregistrera

IDG Sweden's site is the first in the country devoted solely to women in IT.

IDG Sweden has launched the country's first Web site targeted to women who work in, or are planning to enter, the IT and telecommunications industry.

Women in IT (http://it-tjej.idg.se), debuted on March 8 and includes interviews with female executives, news stories, columns, forums, blogs and polls, all focused on IT business, career issues and networking. Advance promotion from the site came from IDG Sweden's online network as well as a variety of other business networks for women.

"We intend the site to be a source of inspiration that profiles role models in the industry and a place where visitors can gather to exchange experiences, get advice on career issues, education and much more," said **Britta Svensson**, business manager for the new site as well as IT.Branschen. Women in IT's staff includes Editor-in-chief **Petr Danielson** and Editor **Yvonne Borg**, who introduced the site last month at a reception for more than 300 women held in IDG Sweden's spacious central lobby.

More than 16,000 unique visitors came to the site in the first week. Monthly expectations are for 66,000 unique visitors and 180,000 page views.

The site's primary audience, women between the ages of 25 and 40, are a key target group for companies that want to recruit more women, have products specifically targeted to women or who want to promote their companies' commitment to women. Svennson said the early response from visitors and advertisers has been "very positive," with the common theme being "finally, this is exactly what the IT industry needs." Early advertisers include the IT consulting companies Accenture, Epsilon and Enea, as well as Shenet, a business network for women and a partner in the site.

The staff plans to sponsor a variety of events so that women can continue to build social networks with a business focus. The first one, held April 24 from 2 p.m. to 5 p.m. followed by a networking reception had as its theme how women can succeed in the IT industry. Admission to the single-sponsor event was 295 SEK (US$50), and more than 200 women registered. The next few events will be after-work networking gatherings with one inspirational speaker.

Write to britta.svensson@idg.se. WU

IDG, IDC team up to sponsor dinner meeting for key client, agency execs

HOWARD SHOLKIN

*CXO Media President and CEO **Mike Friedenberg** (l) chats with Michael MacDonald, president, Marketing Operations, Xerox, during this month's Executive Dinner. The event attracted 24 key agency and client representatives and received very positive reviews.*

For the third consecutive year, IDG and IDC teamed up to present a united front to a select group of high-level client and agency executives at what was rechristened The IDG Executive Dinner (previous iterations were known as the Marketing Summit).

Hosted by IDG Chairman **Pat McGovern**, IDG Communications CEO **Bob Carrigan** and IDC CEO **Kirk Campbell**, the event gave the 24 attendees representing key accounts such as IBM, Computer Associates, Hewlett-Packard, BEA, Novell, Panasonic and Xerox, as well as agencies including McCann-Erickson, Mindshare and Neo@Ogilvy, access to key U.S. executives at IDG's media businesses as well as IDC.

In attendance were Computerworld and InfoWorld CEO **Matt Sweeney**, CXO Media CEO **Mike Friedenberg**, PC World and Mac Publishing CEO **Mike Kisseberth**, Network World CEO **John Gallant**, IDC Senior VP and Chief Analyst **Frank Gens**, Senior VP, Executive and Go-to-Market Programs **Clare Gillan** and VP, Executive Advisory Group **Rich Vancil**, as well as IDG Global Solutions President **John O'Malley**.

A popular feature of this year's event, which was held at New York's Four Seasons Restaurant on April 2, was a panel discussion with four CIOs moderated by Vancil. All the executives emphasized the importance of vendor marketing that features customer stories. Peer interaction, such as that afforded by the CIO Executive Council, is heavily relied upon to identify technology solutions and vendors, they said. Guests also said they highly value sales executives who demonstrate an understanding of their business and industry.

The IDG Executive Dinner was organized by **Christina Kearney**, IDC VP, marketing and business management; **Joan Jolley**, IDC director of operations and custom events; **Nelva Riley**, executive assistant to the CEO, IDG Communications; and **Howard Sholkin**, director, communications and marketing programs, IDG Communications. A post-event survey reflected a high level of satisfaction with the event as well as a desire for a similar event to be repeated annually.

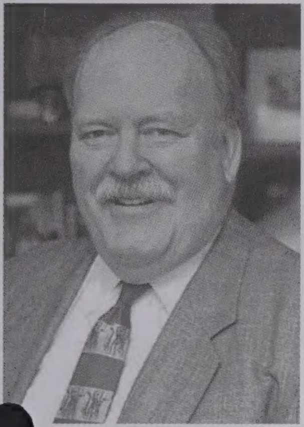
For more information contact Howard Sholkin at howard_sholkin@idg.com. WU

the interview

one on one

Don Kennedy

The managing director of IDG Australia is this week's columnist. Kennedy spoke at the European Media Management Institute earlier this year on the topic of "Managing Print in an Online World." In the following column, Kennedy summarizes some of his key points. Reach him at don_kennedy@idg.com.au.



> *"As a brand, we want to be the most trusted information providers for our target audience and we don't really care which products work best in achieving that. If it's print, that's great. If it's events or online or peer groups or something else, that's great. In other words, it is the audience we believe in, and we are agnostic about the product."*

Q What are the key considerations in managing our legacy print titles in today's online world?

A I think the question of managing print is two-sided: First, we need to figure out how to run print profitably. I asked for advice from six of our most successful business unit managers and they all stressed the need to carefully measure and tightly control costs. Several pointed to the need to keep reevaluating areas such as issue size, frequency and circulation. In the end, though, this type of management, while necessary, is a boring problem. It doesn't grow the business and keeps us on the defensive.

Much more rewarding is figuring out how to use print to successfully grow the overall business. This means print is not so much an end unto itself, but an element of an overarching brand strategy designed to market and sell the entire business.

Q How can our print titles be used effectively to help grow the overall business?

A Most of our successful business units have learned that print is an integral part of how we promote the other parts of the business, such as events and online. [IDG Sweden CEO] **Lars Dahmen** says print should be the viewed as the No. 1 way to promote the rest of the business, and I think he's spot on.

Many IT marketers are looking for opportunities that have various combinations of print, online, events, lead generation and so on. IDG units that can manage their print products for even slight profits should reap benefits from often being the only company that can offer such a mix.

Q What's the difference between product management and brand management?

A As a brand, we want to be the most trusted information providers for our target audience and essentially we don't really care which products work best in achieving that. If it's print, that's great. If it's events or online or peer groups or something else, that's great. In other words, it is the audience we believe in, and we are agnostic about the product.

For me, the best way to explain the difference between product focus and brand focus is to tell you that in Australia we have in recent months reduced the frequency of the print editions of Computerworld and CIO and completely stopped the print edition of PC World. In the past, we would have likely felt these were very negative decisions. But in each of these instances, we have felt very positive about what we have done because it has enabled us to move many more of our resources (both financial and people) into the parts of the business that are growing and that are clearly the way of the future. Rather than throw away resources to try to rescue a challenging print product, we are happy to make the changes necessary with that product because the total mix of all our information products has enabled us to remain leaders in the market and the preferred information providers for our target audiences.

Q What are the skills needed to successfully manage a brand as opposed to a product?

A I'm not sure it's either/or, but it's pretty clear to me that successful brand management requires several things. First and foremost, you need a fluid understanding of your target audience. Everyone changes, and our readers at IDG probably change faster than most groups. I love it when a competitor starts preaching about how important print remains. Even if they make good points, it almost always shows that they haven't stayed in touch with their target audience. Of course, I mentioned above that brand managers need an absolute product agnosticism. And finally, I think that the successful brands are always those that are driven by people with vision and spirit. Too many of us have been rocked by the decline of print in the past few years, and we have to be careful not to fall into a practice of only reacting defensively to change. All successful businesses grow because their leaders and staff are on the offensive trying to convince their market that they really have a great solution to offer.

Q Can you point to any examples of what you think of as successful brand management?

A There are plenty, but the company that always knocks me out is Disney. Consider their ESPN brand. Most people think of ESPN as a sports-based television network. While it is that (actually, it's 41 different TV networks), it is also a radio network, a Web site, a podcaster, a social network, a mobile content provider, a subscription content provider, a movie producer, a video game publisher, an events organizer, a retailer, a merchandiser, a restaurant chain and — believe it or not — an interactive cooking Web site.

It would take far too long to explore how ESPN manages its brand in all these environments, but it's worth a wander around their site to see how brilliantly they manage to cross-promote and enhance their various offerings with all these products.

Oh, I nearly forgot. ESPN is a print publisher, too. You can check out the digital edition of their magazine at their site, as well.

Meet the team

Terri Sanford-Cook, executive producer, has been a producer of film, broadcast, video, trade shows, CD-ROM and DVD and Web development within the publishing world and special events for 20 years. She started in Los Angeles as a commercial production coordinator with such clients as Coca-Cola, Minute Maid, Motorcraft and Yamaha. She has also worked extensively on the broadcast side with ESPN/ESPN 2 for six years with the X-Games (live TV) as their sole production manager and one of the main producers. Other clients include The Discovery Channel in which she produced and directed the Boston segments of "Gimme Shelter," a PBS national series. Sanford-Cook produced and directed 15 shows (including promos for TV stations nationwide) for the first season of "Digital Duo," a computer and technology review show.

Lisa Boles, senior producer, has worked as a producer and/or writer in television, documentaries, commercials, educational publishing, corporate communications and the Web for the past 20 years. Boles previously worked for IDG as a producer for ITworld.com, where she was responsible for its original editorial webcast series "Live from the Ether" hosted by Bob Metcalf, "The Networked World" hosted by Network World's **John Gallant** and "IDC Live."

Vanessa Boris, producer, has been a producer, project manager and editor for the past 18 years. She began her career in broadcast television creating documentary-style programs for PBS, The Discovery Channel, The History Channel and ABC News, to name a few. Most recently, she has been managing her own business creating programming for television, DVD and directly for the Web. She co-produced and edited videos for Harvard Business School's online case study program and for Ab Initio's intranet.

OPG Studio

continued from page 1

(L-R): ***Terri Sanford-Cook****, executive producer,* ***Chris Bresnahan****, producer and studio operations manager;* ***Lisa Boles****, senior producer;* ***Ralitza Stoeva****, producer;* ***Vanessa Boris****, producer.*

full control room-to-studio communications.

Shows can be recorded onto tape or directly to a dedicated Avid Media Composer for immediate editing, Sanford-Cook said. There are three Avid Media Composer editing workstations, which offer a broadcast-quality, nonlinear editing platform. All of the workstations are tied to the Avid Unity system, which allows for simultaneous editing of one project in three separate locations.

Among the services that the studio staff provides are:

- Remote location shoots anywhere in the world.
- All types of studio design that would include a news style setup, panel discussions, one-on-one interviews, virtual conference and product demos.
- Creative development and consultations.
- Script writing.
- Graphic design.
- Producing all logistics and coordination of the project with all stakeholders.
- Editorial series development including sponsored series.
- All post-production and final formatting including compression for online use, broadcast, large screen projection, trade show environments and sales tools such as DVD/CD.

Computerworld, CXO Media and InfoWorld staff can take advantage of the studio's services without charge. Any other IDG business unit may contract with the studio for what Sanford-Cook says are

continued on next page

OPG studio handles variety of projects for IDG business units

Here's a sampling of recent projects the Online Publishing Group's Multimedia Studio staff have tackled:

Gary Beach

Pat McGovern

Bill Laberis

Matt Yorke

- **Bill Laberis**, VP, custom content strategies, Computerworld, hosts an introduction to the Premier 100 videos on green screen.
- Virtual Conference for Data Center Direction and Storage Networking World shows a green-screened host walking on to the computer home page for the Virtual Conference.
- Computerworld and InfoWorld CEO **Matt Sweeney** on green screen, hosting Computerworld's next virtual conference: "Security Directions" for Computerworld.
- IDG Chairman **Pat McGovern**, who taped his acceptance speech for a lifetime achievement award.
- Pilot for CIO Publisher Emeritus **Gary Beach**'s new editorial series. The first topic – "Net Neutrality."
- Pilot for Computerworld Editorial Director **Don Tennant**'s new series, "Aunt Donna."
- Product demos and editorials: Macbook Pro for Computerworld Online News Editor **Ken Mingis** and BlackBerry for CIO Associate Online Editor **Diann Daniel**.
- Green-screen shoot with Senior VP, Corporate Sales and Marketing **Matt Yorke** for the introduction to the IDG Knowledge Hub site. The Web page appeared behind him in the composited piece.

hris Bresnahan, producer nd studio operations manager, joines the Online Publishing Group with 30 years experience in the broadcast television industry, traveling the globe for marketing and sales videos, travelogues and video news magazines. As a sound engineer, his career highlights included cooking shows "Simply Ming" and "America's Test Kitchen," live remotes for ESPN SportsCenter and the NFL Network and special interest shows "Victory Garden," "Antiques Roadshow," "Bob Vila's Home Again" and "All Bird TV."

Ralitza Stoeva, producer. For the past 10 years she has been working as a senior Web designer/multimedia producer for multiple companies and clients. Stoeva is experienced in all the aspects of Web multimedia production and development, format conception, shooting, editing, encoding and pub-lishing videos on the Web. rior to joining InfoWorld in 2006, she worked for Clarent Corporation as senior Web developer. Other clients include IBM, KQED, NRC, Chreschendo Studios, Palo Alto Media Center and San Francisco State University.

Stoeva has also directed and produced multiple independent award-winning documentaries in Europe and U.S.

continued from previous page

"very competitive fees," compared with outside vendors.

She describes the way her staff might interact with, for example, an editor who comes to her with an idea for a project. "We would set up a creative brainstorming meeting with myself as executive producer and a lead producer who will facilitate the entire video project from beginning to post production. As producers, we help cultivate the best way of communicating an idea into a video right down to the writing," which is much different from writing for print, she said. "We help give guidance on script writing, pacing, direction for action/motive of the presenter/editor/speaker/on-air talent, as well as graphic design and editing and cutting during a live camera shoot. We pride ourselves on giving each person the best experience possible from beginning to end."

The studio represents an investment that is justified by the need for a way to quickly and easily get video online, noted **Martha Connors**, VP & group general manager, for Computerworld, InfoWorld and CXO Media. "We needed a quick and easy way to put video online. With this new studio, an editor, writer, producer or sales team member can easily jump in and get a video produced quickly. We need this capability to make sure we can develop video for our sites fast enough. And now that the online publishing group manages Computerworld, CXO, and Infoworld the costs are defrayed, and there's plenty of work to warrant a studio, and staff, in house."

To schedule and/or discuss an upcoming project, contact Terri Sanford-Cook at tscook@idgenterprise.com.

OSBC

continued from page 1

source business models and effective download conversion strategies.

- General counsels tackled the legal and business opportunities and risks in using open source software.
- A session on open source products and services let attendees see those products' features and capabilities first-hand.

InfoWorld Editor-in-chief **Eric Knorr** moderated a panel discussion on distributed innovation. Among the OSBC speakers were executives from Hewlett-Packard Co., CBS Interactive and Red Hat. Martay said one of the speaker highlights was Brad Smith, Microsoft senior VP, general counsel and corporate secretary. "Microsoft's proprietary issues was one of the top stories of the year in the open source community, and Brad took all kinds of questions — and beatings — from our audience."

*(L-R) : **Ron Milton**, Computerworld/InfoWorld executive VP, strategic Programs; **Jo-Ann Pellegrini**, IW business development manager; **Matt Duffy**, CW/IW VP, Marketing; **Julie Lynch**, CW/IW HR VP; **Jill Martay**, IW VP, Events; **Kaila Bongiovanni**, IW marketing director and **Paul Calento**, CW/IW senior VP, Strategic Programs.*

Forty companies signed up to be OSBC sponsors, including HP, Microsoft, Novell and Oracle. "An event like this gives them a chance to connect with the open source community," Martay said. "OSBC is the kind of event where you can meet luminaries like the CIO of H&R Block or the CEO of Red Hat while walking down the hall. It's an opportunity to truly engage with those who are 'Putting Open Source to Work' and to figure out how best to do so in your own organization."

Martay said she and the event team — Content Manager **Kaitlen Murphy**, Marketing Lead **Chrissy DeAvila**, Senior Marketing Specialist **Duncan Newell** and Registration Lead **Alexis Bartiromo** — launched OSBC registration in mid-December of 2007. She said e-mail marketing drew the majority of attendees. "We did use other traditional methods but didn't use any direct mail for this event," she said. A podcast interview with Jon Williams, CTO of Kaplan Test Prep and Admissions and OSBC keynote speaker, with three embedded 10-second OSBC commercials was "a new and interesting way to get the OSBC message out there," she added.

Feedback has been "incredibly strong," Martay said. "InfoWorld's involvement really helped to increase the number of IT end users at the event, which is one of our goals for OSBC — increase our end user attendees while maintaining other audience segments such as legal, venture capital, vendors and consultants."

The next OSBC will be held March 10-11, 2009, in San Francisco. For details go to http://www.infoworld.com/event/osbc/08/index.html or contact Jill Martay at jill_martay@infoworld.com.

noteworthy people

New employees

ERIC CORMIER

Ertelt

New at Network World is Online Advertising Operations Manager **Stephen Ertelt**, coming from Salary.com where he was media ad operations manager. He attended Springfield (Mass.) Technical College and enjoys golf and sailing. He is currently renovating his home "for the first and last time." *sertelt@nww.com*

The IDG Online Publishing Group has hired **Steve Yee** as a Web developer. Previously a software engineer with McKesson Corp., he holds a B.S. in electrical engineering from Boston's Northeastern University. A Boston sports fan, he also enjoys tennis, running, reading and the TV series "Lost." *syee@idgenterprise.com*

Previously corporate sales manager with Harte-Hanks, **Tim Gallagher** is now senior account executive with IDC's Industry Insights. He earned a B.S. in business administration with a concentration in marketing from Bowling Green (Ohio) State University. *tgallagher@idc.com*

PETER SHORT

Roberts

IDC Framingham has hired **John Roberts** as research director, Global SMB Research. He was most recently CMP Media's director of editorial research. He holds a B.A. in economics from Duke University in Durham, N.C., and a Ph.D in economics from the University of North Carolina at Chapel Hill. *jroberts@idc.com*

IDC Indonesia has hired **Denny Trismulyanto** as associate market analyst with the Peripherals Research group. He previously worked as a marketing intelligence officer with food and beverage manufacturer PT Nutrifood Indonesia where he was responsible for market research, covering areas such as trend analysis and competitive intelligence. He earned a B.S. in economics from Gadjah Mada University in Yogyakarta, Indonesia. In his free time he enjoys movies and reading books on marketing, economics and psychology. *dtrismulyanto@idc.com*

Bosshard

Christoph Bosshard is the new financial manager with IDG Switzerland. He was previously chief financial offer and controller at Reed Exhibitions Ltd., Switzerland for seven years. Before that he worked as a financial auditor at Deloitte. He holds a degree in economics from FHS St. Gallen and is a certified financial auditor. *christoph.bosshard@idg.ch*

Customer Support Executive **Divya Gowda** comes to IDC India's International Services group from her role as project coordinator for Hughes Communications India Ltd. She holds a B.S. in science from Maharani's Science College in Mysore, and is currently pursuing an M.B.A. at Symbiosis University in Pune. *gdivya@idc.com*

My-Phuong Nguyen joins IDC Vietnam as a market analyst with the Personal Systems Research division. She previously worked at Indochina Research, a local consumer demand-side research firm, where she focused on client-care, demand-side survey project management and sales support. She holds a degree in statistics from the University of Ho Chi Minh. She spends her free time reading, cooking, listening to music and watching movies. *mpnguyen@idc.com*

Vlad Dimitriu joins Health Industry Insights, Asia/Pacific's Bangkok office as vice president. Prior to joining IDC, he was a director with IBA Health (Asia) Ltd. and served on the board of IBA Health (Thailand) Ltd., one of the world's largest providers of healthcare informatics solutions. Before that he spent more than a decade with KPMG Consulting and served as director and COO of KPMG Information Solutions Pte. Ltd. and general manager for the firm's healthcare solutions practice. *vdimitriu@healthindustry-insights.com*

Beijing-based **Richard Lee** is the new research manager/consultant with IDC Asia/Pacific and responsible for management of custom research projects, including strategic planning, market assessments and partner analyses within the IT industry. His resume includes stints at Frost & Sullivan and most recently In-Stat China. He has a dual degree in English and financial management, as well as an M.B.A. in strategic marketing, from the University of Lincoln (U.K.) Business School of Management. *rlee@idc.com*

Transfers

Lisa Larson Lee moves from her role as regional manager of Go-To-Market Services (GMS) with IDC Asia/Pacific in Singapore to IDC San Mateo where she is GMS manager, West Coast. A graduate of Mount Royal College in Calgary, Canada, she holds a B.A. in applied communications. In her free time she enjoys travel, biking and photography. *llarsonlee@idc.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Question of the Week results for April 21

How often do you back up your non-work computer files?

Never back up -- 27%

Not backed up recently -- 27%

Regularly back up important files -- 20%

Recently backed up music and/or photos -- 6%

OK, I promise to back up soon! -- 20%

Log on to www.idgcentral.com to vote on this week's question:
Have you ever borrowed someone else's WiFi connection?

IDG U.K. moves

IDG U.K. has a new location as of April 11:

101 Euston Rd.
London NW1 2RA
U.K.

Main tel: +44-207-756-2800
Main fax: +44-207-756-2819
www.idg.co.uk

IDG Brazil changes name

IDG Brazil converted to a local ownership operation last year and temporarily kept its subsidiary name. Recently the company changed its name to Now!Digital Business Ltda. Its new site is www.nowdigital.com.br.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

22
Judit Fülöp *IDG Hungary*

19
Basilio Rodriguez *IDG Spain*

18
Istvan Bíró *IDG Hungary*
Ruggero Vota *Nuov@Periodici Italia*

17
Kriszta Selmeczi *IDG Hungary*
Nilde Meregalli *Nuov@Periodici Italia*

16
Krisztina Havadi *IDG Hungary*
Rosa Guerinoni *Nuov@Periodici Italia*
York von Heimburg *IDG Germany*

15
Ellen Fanning *Computerworld*
Zdena Vratislavova *IDG Czech*
algorzata Brudniak *IDG Poland*

14
Julia King *Computerworld*
Nieves Santana *IDG Spain*

13
Jeroen den Haan *IDG Netherlands*

12
Mari Keefe *Computerworld*
Cornelia Neft *IDG Germany*

10
Barbara Hall *IDC Canada*
Paul Rooney *IDC Australia*

9
Francesco Pignatelli *Nuov@Periodici Italia*

8
Zoltán Taute *IDG Hungary*
Owen Edwards *Computerworld*
Anne Marie Abissegue *IDC France*
Mae Lee *IDC Singapore*
Daniela Braun *Now!Digital Business Ltda.*
Dagmar Schuetze *DG Germany*
Akira Honma *IDG Japan*
Atsuo Yamamoto *IDG Japan*
Masatoshi Ono *IDG Japan*
Ana Segura *IDG Spain*

7
Ilona Bíró *IDG Hungary*
Woody Swarte *IDG Netherlands*
Tomas Gilså *IDG Sweden*

6
Sue Lin Lim *IDC Malaysia*

5
Duncan Newell *Computerworld*
Ladislav Piprek *IDG Czech*
Linda Grier *IDC U.K.*
Dirk Limburg *IDG Germany*

4
Stephen Loynd *IDC*
Daniel Filho *Now!Digital Business Ltda.*
Rene Heuser *IDG Germany*
Patrick Gustavsson *IDG Sweden*

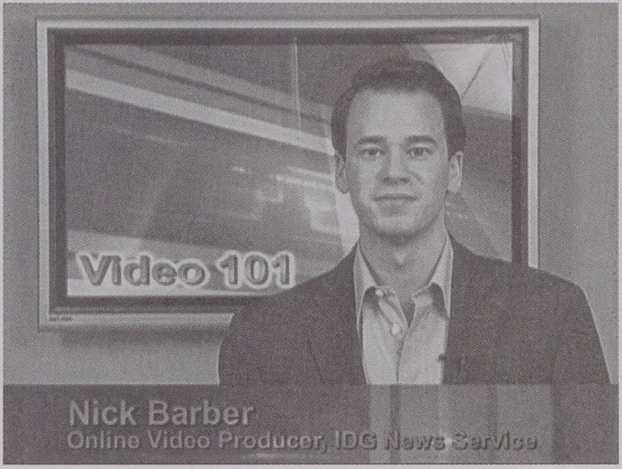
3
Istvan Dervenkár *IDG Hungary*
Baldwin Louie *InfoWorld*
Elaine Chia *IDC Singapore*
Christina Richmond *IDC*

2
Scot Finnie *Computerworld*
Catherine Zhou *IDG China*
Marina Beale *IDC Australia*
Aishwarya Kapoor *IDC Thailand*
Akiko Kawakami *IDC Japan*
Manfred Riepi *IDG Germany*
Maarten de Kwaadsteniet *IDG Netherlands*

1
Merete Midtgaard *IDG Denmark*
Eszter Bödör *IDG Hungary*
Kathleen Drury *Computerworld*
Cindy Lang *IDG China*
Harsha Sundararaman *IDC Singapore*
Christopher Holmes *IDC Singapore*
Gentaro Akasaka *IDC Japan*
Hitoshi Ichimura *IDC Japan*
Fabio Mello *Now!Digital Business Ltda.*
Fabio Tancini *Now!Digital Business Ltda.*
Lars Dobos *IDG Sweden*
Marie Jerbrant *IDG Sweden*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

News Service tutorial offers tips for shooting video with digital cameras


Video 101
Nick Barber
Online Video Producer, IDG News Service

The tutorial was just a brief interlude for IDG News Service Online Video Producer ***Nick Barber****, whose most recent video project is World Tech Update, a five-minute recap of the week's technology news on www.idgns.com and available for business units worldwide to use on their sites.*

IDG News Service Online Video Producer **Nick Barber** has created a video outlining basic guidelines for shooting quality video with a digital camera. The five-and-a-half-minute tutorial, intended for internal IDG use, includes sample images filmed near Boston's historic Fanueil Hall/ Quincy Market area, not far from the News Service's office. The tips are useful for employees new to the video scene but are also appropriate for more seasoned pros.

Equipment, shot selection, timing and editing considerations are among the topics addressed.The video is now posted on the home page of IDG Central (www.idgcentral.com). WU

Got pets? Got IDG stuff? Put 'em together and send in the photos

A recent feature on Boston.com, which asked readers to send in photos of their favorite pets flaunting their best Red Sox Nation gear, got us thinking. Surely the pets (and their owners) of "IDG Nation" can be at *least* as creative as their more athletically inclined breathren!

So, let's see what you've got! Send us your favorite photo of your four-legged friend sporting his or her (or *your*!) finest IDG-wear (other IDG brands such as CIO, IDC or Macworld are welcome) and we'll feature the best ones on IDG Central. Heck, there might even be a bone (or some catnip) in store for the very most creative getups! Send your photos to world_update@idg.com. And be sure to include your name and business unit and your pet's name and a brief description of how you coerced your pet into that attire!

celebrating 10!

Name
Laurie Marinone

Home
Westport, Mass.

Career path at Computerworld
Always in sales, first as a territory manager (New England/eastern Canada), then in sales integration, and now in a custom/integrated role (national).

Current title
Senior Director/Custom & Integrated Programs. I work with **Bill Laberis** (VP/Custom Content) and our field sales team to craft and pitch unique custom content and integrated marketing programs to 15 of our largest clients.

Most memorable moment at work?
Presenting at the IDG national sales meeting in August 1998, on the collaboraction case study Platinum Technology. I was on an enormous stage with 400 people in the audience, and half of my brain was planning last-minute details for my wedding in two weeks, and the other half was talking animatedly about the project. I could see my colleagues on the project and managers beaming with pride, and the crowd was mesmerized. It was my "rock star" moment.

I joined IDG because
I was relentlessly wooed away from *The Wall Street Journal* by my first manager, Sherry Driscoll. She never really gave me an alternative — she was *that* compelling.

What's kept you at IDG for 10 years?
Great products to sell, smart and loyal colleagues, clients who appreciate hard work, and the sweet taste of success.

Interests outside the office
Fishing, quahogging, clamming, gardening, reading, pistol and skeet shooting, cooking and baking.

Family
My husband, Norman.

What book is on your bedside table?
Eat, Pray, Love; Water for Elephants; The Kite Runner. Three of the best books I've read in a long, long time.

What ability do you wish you had?
Playing the violin or guitar. The piano, flute, and trombone just aren't enough.

As a kid, what did you want to be when you grew up?
Space shuttle pilot.

One possession you'd grab if your house were on fire?
The engagement ring my dad gave my mom in 1950.

Computerworld's ***Laurie Marinone*** *was the guest of IDG Chairman* ***Pat McGovern*** *at a recent dinner at Boston's Four Seasons Hotel celebrating her 10 years of service to the company.*

Favorite beverage
An icy cold beer on a hot summer day.

Favorite vacation spot?
Chappaquiddick on Martha's Vineyard in the spring, before the tourists cram the island or in the fall, when the blues are biting and the stripers are migrating.

What others can't tell just by looking at me
I curse, shoot skeet, and can scale, gut or fillet a fish.

If you won the lottery tomorrow, you would
Retire, invest wisely for my future and my family's, and then get to work immediately on my "to do before I die" list.

Manager's profile
"Anyone who has the opportunity to work with Laurie will immediately identify her passion for and commitment to Computerworld and to IDG. In her new role within the integrated sales team, Laurie is always willing to collaborate with her colleagues to generate new and innovative ideas that call into consideration her insight, experience and understanding of what the Computerworld brand represents in the marketplace. She has earned the respect of her team and is truly a pleasure to work with."

— John D. Amato, VP, associate publisher, Integrated and Custom Programs, Computerworld

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Martin Faltstrom *IDG Sweden*
Jill Martay *InfoWorld*
Howard Sholkin *IDG Communications*

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 Web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG also publishes more than 300 magazines and newspapers in 85 countries. IDG's media brands include CIO, CSO, Computerworld, GamePro, InfoWorld, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, Entertainment for All Expo (E for All), Storage Networking World and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events. More details at http://www.idg.com.

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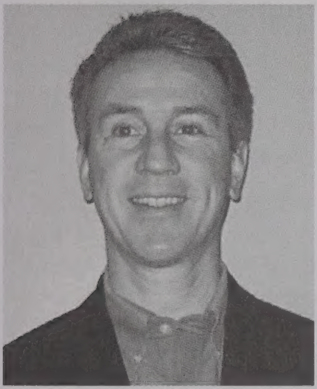
PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

IDG TechNetwork helps clients reach fragmented audiences

Online media network aggregates independent IT publishers



***Kevin Normandeau**, VP, sales and business development, says the IDG TechNetwork will eventually comprise several hundred sites.*

Back in the days when print ruled the IT media landscape, connecting advertisers and consumers via high-quality publications was a comparatively simple process. The high cost of entry kept the number of publications in check. Loyal readers tended to embrace a few magazines and advertisers had a high degree of confidence that they were reaching their target customers via those magazines. But the Web, with its low barriers to entry, has spawned an ever-increasing number of content producers who command a collection of evermore fragmented audiences. How to help those two groups connect?

> *"The IDG TechNetwork provides us with another way to grow our online sales beyond our borders, provide even more scalable solutions for our advertisers and, in the end, increase IDG's value proposition in the marketplace."*
>
> — *Kevin Normandeau*

Enter the IDG TechNetwork. Launched in early March, the IDG TechNetwork aims to aggregate high-quality independent IT sites into a media network and represent those sites to technology marketers who are eager to reach those specific audiences.

"The Web allows a lot of talented writers to build a large following of important buying audiences," noted **Kevin Normandeau**, VP, sales and business development, IDG TechNetwork. "Yet, in many cases, these independent publishers do not have enough resources to leverage the true revenue potential of their brands. And often their audiences are too small for larger advertisers to target on an individual basis. IDG has the publishing resources,

continued on page 4

IDG U.K. launches site for video professionals, plans tutorials

IDG U.K. has transformed its five-year involvement with a Mac users group into a Web-centric effort that includes a new video-oriented site and plans for a series of tutorial workshops.

Launched in March, www.macvideo.tv is a comprehensive information resource for professionals who use Macs to create videos. The site covers a variety of video applications with content packaged around five channels: editing, DVD authoring, encoding, camera technology, and visual effects and motion graphics. MacVideo.tv includes news, reviews, interviews, forums, blogs, a directory and a calendar of industry events.

MacVideo's roots can be traced back to the user group affiliated with Apple's Final Cut Pro, a professional editing application that had been the industry standard. In 2003, Macworld U.K. began supporting the U.K. branch of the group. The president

continued on page 5

Listen up, snookums! Aunt Donna dispenses advice on CW site

*Computerworld VP/Editorial Director **Don Tennant** channels his alter ego in a new online "advice" column.*

Computerworld.com visitors now know a few things about VP/Editorial Director **Don Tennant** they might never have guessed. For instance, he does a mean needlepoint, harbors a not-so-secret desire to "muss up" Novell CEO Ron Hovsepian's "lovely head of hair" and, decked out in a curly grey wig and lavender dress complete with pink plastic beads, looks "shockingly" like his own mother.

Also, he's a very good sport.

Late last month, in response to Computerworld

continued on page 2

Inside this issue

One on one: IDG Communications EVP/Interactive Colin Crawford talks about the dawn of a new medium *page 3*

IDG India launches successful recruitment drive at journalism schools *page 6*

Meet your colleague: IDG News Service's Nick Barber *page 7*

Celebrating 10: IDG Accounting's Diane Bobbitt *page 8*

Computerworld Hong Kong readers formed original Aunt Donna audience

Computerworld Editorial Director **Don Tennant** created fictional advice columnist Aunt Donna while serving as editor-in-chief of Computerworld Hong Kong in the 1990s to poke fun at various current events in the IT industry. For example, when former IBM CEO Lou Gerstner pulled IBM's ads from Fortune because he didn't like an April 1997 profile piece the magazine did, Tennant said they let their readers know about it with an Aunt Donna offering that made a less-than-subtle reference to the fact that Gerstner was still taking some flak for his role as the former CEO of R.J. Reynolds:

Dear Aunt Donna,

Fortune magazine recently published an article that claimed that I am arrogant and brusque. I hate it when people call me that! So I showed them! I pulled all of our advertising out of Fortune, which was something like $6 million a year.

Now I'm afraid I will be perceived as an arrogant, brusque, spiteful, media-manipulating ogre, and of course I am none of those things. What should I do?

— Running amok in Armonk

Dear Running,

My, we certainly stepped in it this time, didn't we? THINK on the bright side, dear. You could be running a tobacco company! Then you'd really be in deep doo-doo, and you'd be getting a lot worse press. And at least your hands are clean of that whole mess, right, snookums?

Aunt Donna

continued from page 1

CEO **Matt Sweeney**'s challenge to establish video as a key form of content on the site, and to do it with some real creativity and out-of-the-box thinking, site visitors made the acquaintance of CW's feisty resident dispenser of advice: Aunt Donna.

In each of the minute-long segments, Tennant, channeling his gender-bending alter ego Aunt Donna and with tongue planted firmly in cheek, responds to video queries submitted by readers. In the first few episodes, Aunt Donna counsels two female software sales execs tired of being dismissed as "booth candy" noting that he, er...she, too, had once been quite the "geek magnet on the trade show circuit;" confesses an attraction to Microsoft CEO Steve Balmer's $15 million fortune; and offers to "archive" the pornographic material an e-mail administrator has discovered on a user's machine so he won't have to "soil his hands with it."

Noting that early reactions have been "as expected" to such a radical departure from traditional Computerworld fare, Tennant said the one word that best captures that reaction would have to be "wow." Of course, he says, "'wow' can mean a lot of different things. In this case, it seemed to translate to something like, 'It's funny, but whoa. Where in the world did this come from?"

"Internally, and among the crowd of readers that we know personally who have seen it and e-mailed us, the response has been consistent — they absolutely loved it."

— Don Tennant

The answer is: Hong Kong. It turns out Aunt Donna first materialized in the pages of Computerworld Hong Kong back in the mid-90s when Tennant was editor in chief of that publication. "I used the character as a vehicle to address random current IT events in my weekly column," Tennant explained. "I would make up a question that was supposedly written by a real person (I ran a disclaimer making it clear that it was all fiction), and Aunt Donna would offer her sage, typically sarcastic, advice in the column. (See sidebar for a sample.)

Fast forward to March of this year to a Computerworld conference room table around which sat Tennant, Editor-in-chief **Scot Finnie** and members of the Online Publishing Group's (OPG) multimedia team: **Terri Sanford-Cook**, **Vanessa Boris**, **Lisa Boles** and **Chris Bresnahan**. The group's mission was to brainstorm ways to incorporate video on the CW site. "Somehow the idea of me becoming different characters surfaced, and Aunt Donna was naturally the first character that popped into my head," Tennant said. "The brainstorming session took on the air of a sitcom writers' meeting, with everybody throwing out ideas and doing a lot of laughing," he said. "It was an absolute blast, and it was clear that we all thought that we just might have something here."

Readers are encouraged to submit video quieries for Aunt Donna via the Computerworld Web site.

The first few segments were filmed at Boles' house, "because she had the perfect set," Tennant said. But once the feature takes off, the plan is to build an Aunt Donna set at the OPG's new multimedia studio in Framingham. Tennant said they filmed six clips in that first session with Boris serving as director and Bresnahan the cameraman. "They were just incredible to work with," he said. "It's very cool having people with real video production experience on the team."

Tennant said he and his colleagues are being realistic about the feature's future. "We recognize that it's going to take some time for this to gain some momentum. It's so different from anything we've done in the past that there will naturally be a period of time for our readers to catch on to what we're doing.

"But internally, and among the crowd of readers that we know personally who have seen it and e-mailed us, the response has been consistent — they absolutely loved it."

You can check out Aunt Donna at www.computerworld.com and write to her at don_tennant@computerworld.com.

the interview

one on one

Colin Crawford
IDG Communications' executive vice president/Interactive is this week's columnist. Reach him at colin_crawford@idg.com.

Since its inception in 1964, International Data Group, has managed to stay ahead of its competition by remaining true to the corporate values established by its chairman, **Pat McGovern**.

As EVP/Interactive for IDG Communications, I consider the likely changes to our business over the next decade, and it's clear that, once again, the company will have to transition — this time to focus on information and services being delivered to our audiences via sophisticated mobile devices.

According to the International Telecommunications Union there are over 3.3 billion mobile phone subscribers (2.6 billion unique users) — that's not far off 50% of the world's population. The mobile industry is already significantly larger than the Internet with its 1.3 billion users, and it continues to grow rapidly. There were 1.14 billion units shipped in 2007, according to IDC, and that number is expected to increase by 8.7% to 1.24 billion units in 2008.

Driving growth will be shipments of mobile phones into emerging markets, but there will be an increasing emphasis on replacement handsets. In South Korea and Japan, young adults replace their phones every six months resulting in a spring and fall fashion cycle. Growing faster than the overall mobile phone market is the segment of sophisticated mobile devices that employ a high-level operating system (HLOS) to run mobile applications. These devices are appealing to both to the prosumer market, which identifies the mobile device as a tool to improve personal efficiency, as well as to enterprise users looking to improve corporate efficiency.

Worldwide shipments of these sophisticated mobile devices, which are often referred to as "converged mobile devices" (CMD), will grow from 124.6 million in 2007 to 376.2 million in 2012. In 2007 in the United States shipments of mobile devices reached 181.9 million units of which 20.1 million (11.1%) were CMD shipments, an astonishing increase of 139.2% from 8.4 million units in 2006.

Following on from print (newspapers, books and magazines), voice and music recordings, film/cinema, radio, TV/cable and recently the Internet, now mobile is the newest and most exciting mass media. Over the next few years, the mobile phone is on course to replace the PC as the primary device for getting online. Already 30% of worldwide Internet access is from mobile phones, but in certain countries, such as Japan, it's as high as 70%. We're moving from the PC World to Personal Communications World.

The scale and particular characteristics of this latest mass medium means that it will be much more powerful than all its predecessors.The Internet added two unique benefits over previous media — social interactivity and search. Mobile goes even further — not only can all elements of existing media be delivered via mobile, there are additional advantages of mobile that makes it far superior to other media forms. These include:

Always-carried. Our mobile devices go with us everywhere — to the bedroom and to the bathroom — they're always within an arm's reach.

Always-on. Mobile has the capability to be the ultimate news and alert media, faster by several magnitudes than any other media.

Targeting. Mobile is the first mass medium in which every single consumer can be uniquely identified and content (and advertising) targeted to meet their interests.

Creative input devices. With image and voice inputs users can create and share content via their mobile devices.

The scale of the mobile market produces enormous economic opportunities for content creators and marketers and for those who can look beyond some of the keyboard and screen limitations to the power of the device. With the emergence of any new mass medium, there is a tendency to copy from legacy media models, however, this approach normally has a high failure rate. The new medium must make use of attributes not available in previous media.

The ability of the Internet to allow users to interact has driven user-generated content and online social and business networking. With the move to mobile, new applications and approaches to content and services will have to take heed of users' very personal interaction with their mobile devices.

We are seeing the dawn of a new medium; it feels a lot like the launch of the World Wide Web back in 1993. No one quite knows how things are going to turn out but everyone is sensing great potential and opportunity. As mobile usage continues to surge, IDG will be at the forefront — guiding users through the choices of hardware, software and services, developing content and services for our mobile audiences and working closely with marketers to find the most appropriate ways to engage with mobile users and to measure the impact of that engagement. It's going to be a very exciting journey. WU

The text on this page is drawn from Crawford's post on two blogs, one on www.idgknowledgehub, and the other the new Mobile Alert blog on IDG Central. To read a comment from InfoWorld Executive Editor **Galen Gruman** or post one of your own, go to www.idgcentral.com.

> *"We are seeing the dawn of a new medium; it feels a lot like the launch of the World Wide Web back in 1993. No one quite knows how things are going to turn out but everyone is sensing great potential and opportunity."*

TechNetwork

continued from page 1

market knowledge and credibility with advertisers to help these publishers grow their revenues and their businesses."

Currently, the media network comprises more than 100 independent enterprise and consumer sites. "Eventually the network will comprise several hundred sites," Normandeau said, "but it is important that we manage the growth appropriately to ensure that we can continue to provide these publishers with advertising opportunities." Each of the sites is reviewed and approved by IDG editors who screen them for original, high-quality content. Once a site is approved, and Normandeau said approximately 50% of those seeking to join the network are admitted, editors will continue to monitor the site on a regular basis. IDG TechNetwork and the publishers split ad revenue 50/50.

IDG TechNetwork currently has more than 20 advertisers and expects to have more than 100 targeting various audiences in the network by year end, Normandeau said. From an advertiser's standpoint, key points of differentiation between the IDG TechNetwork and its competitors include the following:

- The IDG TechNetwork offers a variety of targeted technology categories from which an advertiser may pick, leading to better relevance and higher return on investment. These include such hot topics as enterprise storage, networking and servers, security, small business, mobile and wireless, IT management and tech enthusiasts.
- IDG has a long history of executing custom programs that go beyond the banner and help advertisers leverage the potential of these targeted audiences of buyers.
- The IDG network is completely transparent so advertisers know which sites they are buying.
- Each of the sites has been approved by IDG editors so advertisers have confidence that their messages will appear in a high-quality environment.

For content publishers, joining the IDG TechNetwork offers numerous benefits as well:

- Access to major technology advertisers they may have been unable to attract previously and increased ad revenue.
- Increased traffic from services provided by IDG such as content syndication and search engine optimization.
- The ability to focus on their passion of writing and building loyal audiences instead of ad sales.

To illustrate how the network can assist both publishers and advertisers, Normandeau pointed to an early member of the IDG TechNetwork, Data Center Knowledge (www.datacenterknowledge.com). Launched by Editor-in-chief Rich Miller, who previously worked as a technology journalist for various newspapers and magazines, Data Center Knowledge began as a blog, which rapidly gained a loyal audience, Normandeau said. "But Miller is a journalist, not an ad sales executive and he quickly saw the value of joining forces with IDGTechNetwork," Normandeau said. "In less than three and a half months, he has both doubled the size of his audience and his ad revenue while having the time to focus on the part of the business he enjoys — the content."

Ad networks are an increasingly attractive option for advertisers looking to reach widely dispersed audiences online, noted Normandeau. "The IDG TechNetwork provides us with another way to grow our online sales beyond our borders, provide even more scalable solutions for our advertisers and, in the end, increase IDG's value proposition in the marketplace," he said.

More information is available at www.idgtechnetwork.com or contact Kevin Normandeau at kevin_normandeau@idg.com. WU

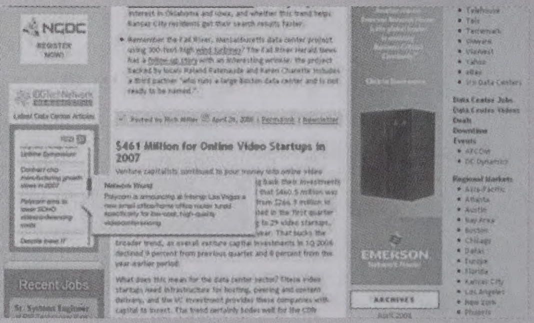
TechNetwork roots extend to CW blog network

TECH DISPENSER
THE COMPUTERWORLD BLOG NETWORK

The IDG TechNetwork has established a working relationship with the editors at Computerworld's Tech Dispenser site. Tech Dispenser, which launched just over a year ago, is a "human-powered" IT blog network and news aggregator. Computerworld editors hand select each blog entry featured on the site, providing readers with a one-stop resource for the best IT blogging on the Web.

The TechDispenser sites made up the foundation of the original IDG TechNetwork when it launched a few pilot programs in January, noted TechNetwork VP, sales and business development **Kevin Normandeau**. Sites that are approved by CW editors for inclusion in the TechDispenser site are also added to the IDG TechNetwork site. In addition, TechDispenser editors screen sites that have applied to join the TechNetwork. If they are approved, they are also added to TechDispenser where Computerworld editors provide ongoing monitoring to ensure continued high-quality content.

Widget helps cross-syndicate headlines across IDG, network sites



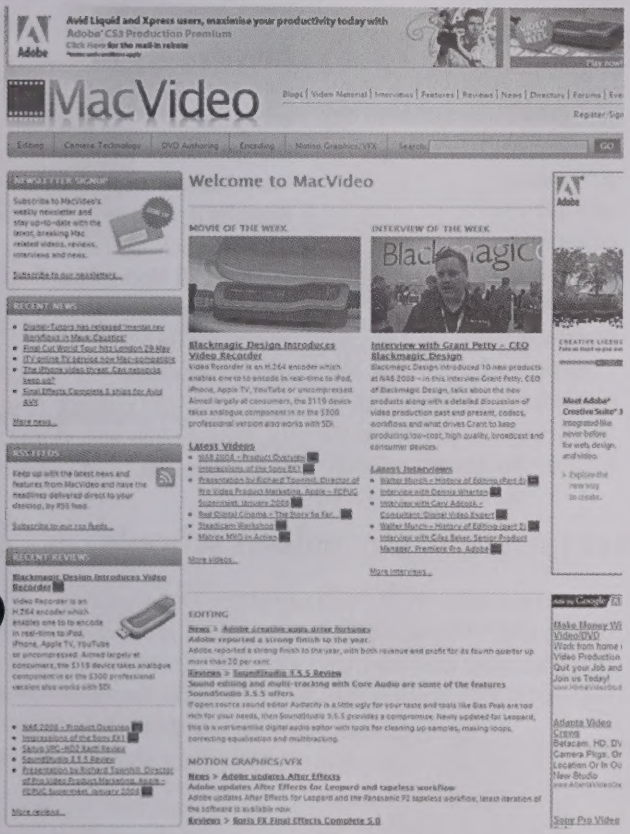
The widget (hightlighted in lefthand column) provides a continuous scroll of relevant headlines from IDG sites as well as others in the network.

The IDG TechNetwork is designed to complement IDG's core brands, according to the network's VP, sales and business development, **Kevin Normandeau.** One way it does this is by cross-syndicating relevant headlines on both IDG sites and TechNetwork member sites. A widget, developed by Normandeau, provides a scrolling list of hot-linked headlines gleaned from both IDG sites as well as other network member sites. This widget will appear on both IDG and network sites. "It's good for the audiences of every site in the network, plus it helps drive qualified audiences to other relevant sites, including IDG's," Normandeau said.

U.K. video site

continued from page 1

of the user group, Rick Young, had worked in television and video production since the late 1980s, owned his own company and authored several Final Cut Pro books.



Avid Liquid and Xpress users, maximise your productivity today with
Adobe® CS3 Production Premium
Click Here for the mail-in rebate
MacVideo
Editing
Camera Technology
DVD Authoring
Encoding
Motion Graphics/VFX
Search
GO

Welcome to MacVideo

MOVIE OF THE WEEK

Blackmagic Design Introduces Video Recorder

Video Recorder is an H.264 encoder which enables one to to encode in real-time to iPod, iPhone, Apple TV, YouTube or uncompressed. Aimed largely at consumers, the $119 device takes analogue component in or the $300 professional version also works with SDI.

INTERVIEW OF THE WEEK

Interview with Grant Petty – CEO Blackmagic Design

Blackmagic Design introduced 10 new products at NAB 2008 – in this interview Grant Petty, CEO of Blackmagic Design, talks about the new products along with a detailed discussion of video production past and present, codecs, workflows and what drives Grant to keep producing low-cost, high quality, broadcast and consumer devices.

Latest Videos

Latest Interviews

EDITING

News > Adobe creative apps drive fortunes

Adobe reported a strong finish to the year.

Adobe reported a strong finish to the year, with both revenue and profit for its fourth quarter up more than 20 per cent.

Reviews > SoundStudio 3.5.5 Review

Sound editing and multi-tracking with Core Audio are some of the features SoundStudio 3.5.5 offers.

MOTION GRAPHICS/VFX

News > Adobe updates After Effects

Adobe updates After Effects for Leopard and tapeless workflow

Adobe updates After Effects for Leopard and the Panasonic P2 tapeless workflow, latest iteration of the software is available now.

Reviews > Boris FX Final Effects Complete 5.0

The site includes four new videos a week, which can come in a variety of forms, including interviews with industry professionals, product reviews, news or features.

As the industry grew, Young broadened his scope and created a MacVideo Web site in 2006 to cover the increasing number of video-related applications coming to market. He also produced three small-circulation magazines, each with its own DVD, and a directory listing more than 500 professional video freelancers and companies worldwide.

In January 2007, IDG U.K. Publishing Director **Mustafa Mustafa** met with Young at Macworld Conference & Expo in San Francisco. IDG U.K. had been seeking a new product to target the professional video market, while Young realized he needed a partner to further develop his efforts. A formal collaboration ensued, with IDG U.K. agreeing to redesign, host and develop the Web site and Young signing on as editor. Just over a year later, the concept became reality.

"Our target is to get as much video content on the site as possible," said Mustafa, who serves as MacVideo's publishing director. Young is committed to providing two video interviews a week with industry professionals, as well as two other weekly videos that can be a feature piece, a product review, a news item, part of Young's blog or any other part of the site. Young has a network of peers who serve as contributors to the site, and content also comes from IDG U.K.'s Macworld and Digital Arts.

"Rick has a passion for the industry and still works with the video production market, so one of the unique points about MacVideo is that Rick still uses the equipment he talks about every day," Mustafa said. "He can go on location to one of his shoots, film an on-the-job review of a product, show visitors how to use the equipment and talk about the challenges and results of what he's filming."

The site has attracted 600 to 700 visitors a day, with more than 1,200 people registered so far. Members can participate in forums, receive a weekly newsletter and post information about their professional services to the online directory.

Adobe signed on as the first sponsor prior to launch, and Mustafa said he is hopeful the site can register "consistent revenue levels fairly quickly."

By the end of the year, once the brand is established, MacVideo.tv plans to host a sponsored road show series of classroom-style workshops for 30 to 40 participants in each location that will deliver useful tips attendees can use in their daily work. The goal is to expand to four events per year.

Mustafa said if the the MacVideo site model is successful, the team may try to roll out concepts such as MacPhotographer, MacGraphic Designer, etc., all targeted to the high end of the market.

"Macworld.uk could remain as our central portal into the larger Mac community, covering everything Mac, and then we could have spinoffs like those that appeal to professional users. Our aim is to deliver the right content to the right people in the right format."

Write to mustafa@idg.co.uk. WU

Coming up

Dynamic Infrastructure Management Conference 2008
An IDC U.K. event
May 15
Dublin, Ireland
www.idc.com

Enterprise Data Center
An IDC U.K. event
May 22
London
www.idc.com

Computerworld Honors Program
June 2
Washington, D.C.
www.cwhonors.org

IDC IT Forum & Expo
June 4-5
Boston
www.idc.com

IT Executive Forum
A Computerworld/InfoWorld event
June 4
San Francisco
www.itexecutiveforum.com

Mobile & Wireless World
A Computerworld event
June 9-10
Miami
www.mmwusa.com

noteworthy people

New employees

Delaney

IDC U.K. has hired **John Delaney** as research director, European Consumer Wireless and Mobile Communications. He was most recently principal analyst, Consumer Practice with Ovum Ltd. A graduate of the U.K. University of Warwick, he holds a B.S. in physics. In his free time he enjoys music, birding and spending time with his two-year-old son Jack. *jdelaney@idc.com*

PETER SHORT

Shapiro

Kira Shapiro joins IDC Framingham's Manufacturing and Global Retail Insights group as a sales representative, a title she also held at her previous job with BabyZone, Inc. She graduated from Lehigh University in Bethlehem, Penn., with a B.S. in material science engineering. In her free time she enjoys working out, reading and spending time with her two young children. *kshapiro@manufacturing-insights.com*

Johnathan Andersen joins PC World as a senior designer, User Interface. He was also a senior designer at his previous job with Hearst Magazines. A graduate of the Pratt Institute, he holds a B.A. in communications design. In his free time he enjoys "designing, coding and solving problems." *johnathan_andersen@pcworld.com*

Transfers

PETER SHORT

Murphy

Previously an inquiry analyst with IDC California's Semiconductor Group, **Richard Murphy** is now a research analyst, Wireless and Mobile Communications, with IDC Framingham. He holds a B.A. from the University of Massachusetts/Boston and an M.B.A. from San Francisco State University, with a focus on technology and innovation. When not working he enjoys "travel, travel and more travel." *rmurphy@idc.com*

LYNN HOLMLUND

Costello

Previously an administrative coordinator with IDG List Services, **Lauren Costello** is now a sales associate with CXO Media. Away from the office she enjoys gardening, cooking and decorating. *lcostello@cxo.com*

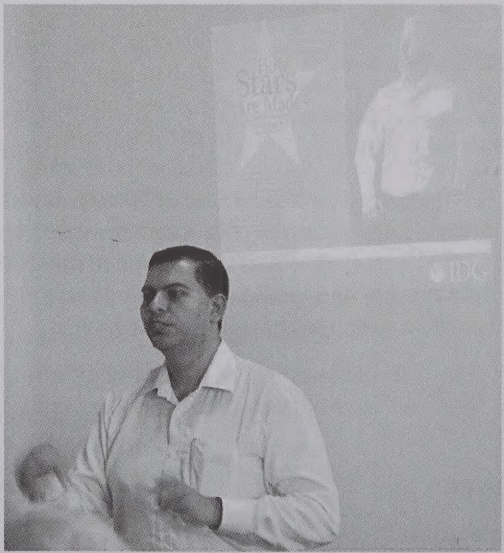
All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

IDG India launches successful recruitment drive at journalism schools

IDG India went back to school earlier this year — to recruit journalism-school graduates.

"IDG India is growing, so the idea was to groom talent for the future while supplementing our editorial staff with bright, young, energetic journalists," said **Senek D`Souza**, IDG India human resources manager. "The campus visits also gave IDG great visibility in some of the leading institutes where we were not otherwise known."

IDG India relies on referrals and online recruitment to bring in new employees. However, D'Souza said he thought this would be "an effective way" to recruit new, "affordable" employees because the students would come with "open minds and high enthusiasm" and would not be locked into any one corporate way of working. "It also helps us mold them in the best possible ways," he said.



***Vijay Ramachandran**, editor-in-chief of three IDG India properties, spoke about IDG India to college journalism students.*

IDG India began planning its campus recruitment project late last year and identified four highly rated local journalism schools — Christ College and the Indian Institute of Journalism and New Media in Bangalore (also IDG India's home base), Asian College in Chennai and Mumbai's Xavier Institute of Communications. Campus visits ran from February through April and involved a presentation on IDG India and interviews with students interested in a career in IT publishing.

"We brought copies of IDG India's publications for the students," D'Souza said. "The presentation had a big impact, and students and faculty wanted to know much more about IDG." Some of the students had heard of IDG before they attended the pre-placement presentations, he added, but most did not have "a fair idea of what IDG was all about."

After the initial presentations, students with an interest in or knowledge of IT sat for written tests, group discussions and interviews. Eleven were extended job offers with IDG India, and D'Souza said he expected at least half of them to sign on. "All campus recruits will start as trainee journalists in both print and online and will serve a period of three months of on-the-job training," D'Souza said.

After their trial period IDG India will evaluate their work and extend their trainee period accordingly.

D'Souza said he asked some of the trainees why they chose IDG India over other firms. Nikhil Pradhan from Xavier Insitute said he was fascinated with technology and read IDG magazines regularly and thus it would be "a dream come true to work here."

For more information contact Senek D'Souza at senek_dsouza@idgindia.com.

service anniversaries

The following employees are celebrating service anniversaries.

23
Diane LaLumiere *IDC*

19
Brian Clarke *IDC*

18
Gunn Felldal *IDG Norway*

17
Paula DeMeo *IDG*
Mandie Johnson
Macworld U.K.

16
Kira Pointer *IDC Australia*

13
Karen Smalarz *IDG*
Klaus Krabbe *IDG Denmark*
Tatiana Engurasoff *IDC*

12
Albie Minkovitz
IDG Research Services
aniel de Blas *IDG Spain*

11
Robert Amatruda *IDC*
Pär Rittsel *IDG Sweden*
Michelle Fuller
Enterprise Services Group

10
Ulf Helland *IDG Norway*
Tanja van Bladeren
IDG Netherlands

9
Amy Dion *InfoWorld*
James Nagle *IDC*

8
Pedro Villafane *IDG*
Deborah Crimmings
Computerworld
Thomas Schwieters
IDC Hungary
Jay Gumbiner *IDC*
Paul Honens *IDC*
Susan Feldman *IDC*
Fernando Munoz *IDG Spain*

7
Jeffrey Keans *IDG*
Cheryl Patfield
IT World Canada
Takeya Tanno *IDG Japan*

6
Derek Butcher *InfoWorld*

5
Nelva Riley
IDG Communications
Stephen Elliot *IDC*
Wu Zhou *IDC*
Tracy Corbo Sasseville *IDC*
Per Torberger *IDG Sweden*

4
Susanne Fuetterer
IDG Germany
Vinicius Tadeu Flores
IDC Brazil
Mitsuyoshi Nishimura
IDC Japan

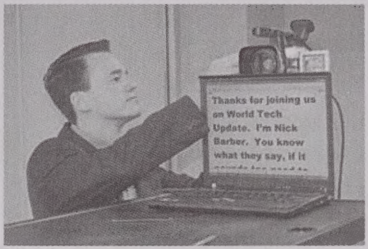
3
Melinda Reilly
IDG Corporate Sales
Jean-Marc Annonier
IDC Australia
George Hoffman *IDC Japan*
Anrea Rizzi
Now! Digital Business Ltda.
Tateki Kawanabe *IDG Japan*

2
Kristen Margulis
IDG World Expo
Claudia Brown *IDG Connect*
Amund Myro *IDG Norway*
Joao Da Silva *IDC U.K.*
Elain Yi *IDC China*
Vivian Liu *IDC China*
Elizabeth Shunmuga
IDC Malaysia
Andy Fong *IDC*
Johanna Billenman
IDG Sweden

1
Daniel Feith *IDG Germany*
Owen Li *IDC China*
Umesh Divakaran
Center for Consultancy and Research India
Hirotoshi Asano *IDC Japan*
Mitsuhiro Iriya *IDC Japan*
Keisuke Onodera *IDG Japan*
Tobias Johansson
IDG Sweden

Business units are invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Meet Your Colleague: IDG News Service's video guru Nick Barber



***Nick Barber** prepares to record the weekly World Tech Update.*

When **Nick Barber** was interviewing for the job of online video producer for the IDG News Service (IDGNS) six months ago, he pitched the idea of a video recap of the week's technology news.

He got the job and ran with the idea. Barber now hosts and co-produces, with IDGNS Tokyo Bureau Chief **Martyn Williams**, World Tech Update, a weekly IT news video recap, featuring news and video from IDG online publications. The series has been picked up by more than a dozen IDG online publications in eight countries.

"Creating our first full-time editorial position devoted to online video production was a bit of a gamble, but because we were lucky enough to find Nick it has more than paid off," said IDG News Service Editor-in-chief **Elizabeth Heichler.**

A native of Bridgewater, N.J., Barber received a B.S. in broadcast journalism from Boston University. He enjoys photography, playing racquetball, exploring Boston and singing with the BU Symphonic Chorus.

Read more about Barber and other IDG colleagues profiled in IDG Central's Meet Your Colleague feature.

IDG Sweden fields football squad

IDG Sweden is looking to replicate its dominance in the IT media market on the athletic fields. For the past two years, a group of employees has banded together to represent the company in a football (soccer) league. The 14-game schedule includes matches against competitors, agencies and partners, including Mediaedge, TV4, Eurosport and Starcom. So far the experience has proven to be a great team-building activity, and as for their 2008 record, "after four games we're getting closer to a victory with every game!" said Marketing Manager **Martin Faltström**, who serves as the team's photographer.

*(Front, l-r): Vice President **Anders Huldt**, CFO **Dennis Lodin**, Key Account Sales Representative **Anders Vesterlund**. (Back, l-r): CEO **Lars Dahmén**, Sales Representative **Fredrik Persson**, Sales Representative **Robert Petranyi**, Editor, IT.Branschen/it24 **Joakim Arstad Djurberg**, Cap&Design Business Manager **Joakim Allwin** and Techworld Editor **Magnus Andersson.***

celebrating 10!

Name
Diane Bobbitt

Home
Dorchester, Mass.

Current title
Check Processor. I verify invoices, take batches off hold and process checks.

Most challenging part of your job
Making sure all data is accurate before leaving my department.

What's kept you at IDG for 10 years?
Working with great people.

Interests outside the office
My family, church, shopping and traveling.

Family
I have a son, Danladi.

What's the most rewarding thing you've ever done
Becoming a foster mom.

What's currently in your CD player?
"I'm Still Standing" (gospel music).

What book is on your bedside table?
The Holy Bible.

What talent do you wish you had?
I wish I could sing.

Favorite movie
"John Q"

Favorite music
Gospel music.

Your last meal would be
Fried chicken.

*IDG's **Diane Bobbitt** was the guest of IDG Chairman **Pat McGovern** at a dinner at Boston's Four Seasons hotel honoring her 10 years of service to the company.*

Manager's profile
"Diane is part of the check processing team and is responsible for the accurate and timely payment of all expenses for 14 business units. At times this can become very hectic, with many deadlines to meet. She does an excellent job of handling those deadlines and any special requests that come her way. Diane is a team player and a pleasure to work with."

— Barbara Duphily, IDG accounts payable supervisor

Improve your writing with IDG Central's grammar tips column

Want to avoid common writing mistakes? Check out "The Troubles We've Seen," a grammar column on IDG Central. Four days a week, PC World Senior Copy Editor **Steven Gray** and his now-retired colleague, Barbara Lewis, look at various flawed sentences they've encountered recently and explain how to correct (or sidestep) the problems. Here's a sample from this week's series on Jargon and Marketingspeak:

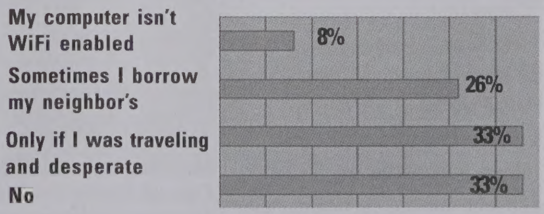
Example: "Our site metrics system tells us the speed of connection that our site visitors are using."

It had to happen: You put enough metrics to work on your site, you end up with a "metrics system." This is not a propitious development.

Better: "Our site tracks (among other things) the speed of the connection that visitors to our site are using."

Question of the Week results for April 28

Have you ever borrowed someone else's WiFi connection when you weren't supposed to?



Log on to www.idgcentral.com to vote on this week's question: **What's the best photo-sharing Web site?**

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Vanessa Boris *Online Publishing Group*
Senek D'Souza *IDG India*
Martin Faltstrom *IDG Sweden*
Mustafa Mustafa *IDG U.K.*

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 Web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG also publishes more than 300 magazines and newspapers in 85 countries. IDG's media brands include CIO, CSO, Computerworld, GamePro, InfoWorld, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, Entertainment for All Expo (E for All), Storage Networking World and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events. More details at http://www.idg.com.

IDG WorldUpdate

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WWW.IDGCENTRAL.COM

New TechNetwork CEO to drive content syndication effort

"Pete will leverage his considerable experience and contacts to drive content deals, which will result in incremental page views back to our individual brands."

— Bob Carrigan, CEO, IDG Communications

Digital media veteran **Peter Longo** has been named to the newly created post of CEO of the IDG TechNetwork, the company's recently announced media and ad network (see IDG World Update, May 5). Longo spent the past two years as chief sales officer at Inform Technologies, a company that supports publishers by organizing and linking relevant content to publisher sites, providing more content breadth for site visitors.

"This year, we are making a concerted effort to take IDG 'beyond its borders,'" said **Bob Carrigan**, CEO, IDG Communications. "Peter's appointment is an important step in helping us to be a key source of technology information and advertising for many different Web properties."

Beyond our borders is a theme that describes IDG's goal to grow by aggressively partnering with third-party entities — primarily media companies and social networks — to advance the company's business objectives.

"As part of this strategy, we launched the IDG TechNetwork, which is a network of over 100 partner sites, that provides IDG the opportunity to sell tech-related inventory that we don't own — for a revenue share," Carrigan said. "We are also very focused on doing more external content syndication deals to leverage our excellent brands and award-winning editorial to increase page views at our sites. Finally, we are partnering with social networks to create 'sub-communities' around our brands. The end goal is to extend our

continued on page 5

***Peter Longo** brings 20 years of experience in digital, consumer and B2B technology media.*

Global Media Institute covers multifaceted agenda

Managers from eight countries gain insight into IDG's strategic challenges

Nineteen managers from 17 business units in eight countries recently set aside their daily responsibilities to delve into the strategic issues and leadership challenges facing IDG at the IDG Global Media Institute (GMI).

Held April 28 to May 2 in Boston, the program also aimed to give attendees a better understanding of the importance and impact of IDG's structure and culture as well as an opportunity to meet, work with and learn from other recognized IDG contributors.

"What struck a chord with me is the vast array of resources — people, knowledge, expertise and the generosity and willingness to share information — available within IDG," said **Julia King**, executive editor/events and national correspondent at Computerworld. "I was especially impressed with the presenters' complete transparency regarding the company's financials, business strategies and forecasts. I came away with a clear view of the direction in which IDG as a company is headed and lots of ideas for ways that Computerworld can better leverage our own vast resources among print, online and events as well as incorporate mobile technology into all three."

"What struck a chord with me is the vast array of resources — people, knowledge, expertise and the generosity and willingness to share information — available within IDG."

*— **Julia King**, executive editor/events and national correspondent, Computerworld*

Each year IDG's Training & Development department, together with senior managers, business unit leaders and past participants, develops an agenda that reflects the current business environment and key issues facing the company.

continued on page 5

Inside this issue

Three brands combine forces for new product line *page 2*

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Four IDG properties make MediaPower 50 list *page 2*

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IDG training class spurs multimedia project at CIO *page 4*

Celebrating 10: IDG Research Services' Jen McKean *page 8*

in brief newsworthy

New product line combines InfoWorld, TechWorld, tecChannel

IDG Communications has officially introduced to the market a sales strategy that brings the InfoWorld/TechWorld/TecChannel properties — publications, sites and events — into one global network.

"We now have a number of TechWorld/TecChannel products, and it makes sense to integrate them into one international network together with InfoWorld U.S., which fits neatly into this new product line," said IDG Germany Managing Director **York von Heimburg**. "As a result, we can offer advertisers around the world an attractive package. As the founder of tecChannel [created in 1997 as IDG's first Web-only property] I am really proud to see this become reality."

InfoWorld is in the U.S., Mexico and the Netherlands; TechWorld is in the Netherlands, U.K. and Sweden (five different properties); tecChannel is in Germany. An online TechWorld Australia is in the planning stage.

The product line is being promoted on the home page of IDG.com as well as on sell sheets — two-page PDF handouts — that the IDG Global Solutions sales team will use to educate clients and agencies considering multicountry advertising buys. The sell sheet offers a basic overview of the three brands in the product line emphasizing the number of unique visitors and page views for the sites and circulation for the two print products in Germany and Sweden.

While the properties' positioning varies slightly by country, key elements of the product line's mission is to evaluate the readiness of emerging technologies, the business benefits they deliver and the complex practical implications of adoption. The target audience is enterprise IT decision makers who drive the adoption of emerging technologies and solutions.

Write to matthew_yorke@idg.com. The sell sheet PDF is with this article on IDG Central.

Short takes

- Computerworld and InfoWorld CEO, president and publisher **Matt Sweeney** is among 15 media executives who have been named to BtoB's annual list of Top Innovators. The feature story is in the May issue of BtoB Media Business magazine and online at www.btobonline.com.

Sweeney

- IDG Chairman **Pat McGovern**'s recent press tour yielded prominent stories in the Financial Times (April 30) and The New York Times (May 5). The New York Times story, on the front page of the business section, explores IDG's successful transition from print to digital, while the Financial Times piece includes more background on McGovern's early career. Links to each story can be found with this article on IDG Central.

Macworld and PC World collect Maggie Awards in L.A.

*(L-R): PC World Online Researcher **Krissy Saar**, VP/Editor-in-chief **Harry McCracken** and associate editors **Danny Allen**, and **Mark Sullivan**.*

San Francisco-based IDG publications took home a pair of trophies from the Maggie Awards ceremony in Los Angeles on May 2. Both were entrants in the Special Interest/Consumer division.

Macworld collected a Maggie for Best Single Editorial Illustration for its "Game Hall of Fame" article in the January 2008 issue. PC World won Best Web Article for last year's feature "50 Best Tech Products of All Time."

The Maggie judges received nearly 2,000 entries representing more than 500 magazines for this year's 57th annual awards. Given by the Western Publications Association, which serves publications west of the Mississippi River, the awards honor the best editorial and design in both consumer and trade magazines, tabloids, newsletters and online media.

For more information go to www.wpa-online.org.

Four IDG properties included in BtoB's Media Power 50 list

As they were last year, CIO, Computerworld, InfoWorld and Network World were included in BtoB magazine's annual Media Power 50 list, a ranking of the top 50 business-to-business media venues in 2007. InfoWorld was in the Internet category, while the others were included in the IT Magazines category.

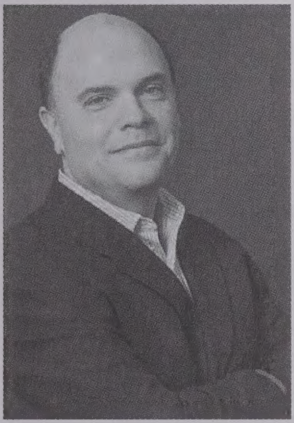
The Media Power 50 is BtoB magazine's annual listing of the top business-to-business advertising and marketing venues. BtoB editors and reporters evaluated ad revenue and audience as well as interviewed top media buyers, advertisers and industry analysts for their opinions on the most powerful and targeted venues.

The top 10 media venues in descending order were The Wall Street Journal, Google, Forbes, The New York Times, CNNMoney.com, CNBC's "Closing Bell," Information Week, TechTarget, Business Week and the PGA Tour.

More online at www.btobonline.com.

one on one the interview

Eric Knorr
InfoWorld's editor-in-chief is this week's columnist. Reach him at eric_knorr@infoworld.com.



> *“Also, [editors and writers] need to have a much higher tolerance for organizational change than before. Online tech publishing isn't just going through a transitional period. The real change is that change has become continuous.”*

Q How has InfoWorld changed or evolved in the year since you went to an online-only format?

A It's been liberating. The rigidity of the print calendar and format wastes a lot of cycles on process and weighs you down with obligatory content. Without those constraints, there has been an explosion of creativity here. There's a kind of continuous optimization that goes on, where you keep enriching the near-term content with new ideas as you go.

Another effect of the shift to online was to make us think long and hard about what InfoWorld is really about. There's a ton of fluffy stuff on the Web that gets loads of traffic and there's a great temptation to do broad, sensationalistic content to boost page views. Everyone does at least a little of that, but if you do too much you lose your identity. We realized that what differentiated InfoWorld were our experts — staffers and contributing editors who are technologists in their own right and provide unique insight. We call them our "mad scientists." The challenge for us is to bring their unique content to the fore and package it for maximum appeal.

Q Since you cover a lot of obscure enterprise technology, that's quite a challenge, isn't it?

A Well, you have to remember that the people deep into technology are still among the most active users on the Web. They are our core constituency. We use Web metrics to determine what gets our techie audience excited and calibrate our approach. We also try to strip out jargon so everyone can understand the issues. There's a myth of the "technology expert," but in fact, nobody is an expert in every area. A crack DBA may know very little about virtualization. Tech people are curious by nature and we want to make all our content as accessible as possible.

Q How has the single focus on online allowed you to innovate online?

A It's helped us think outside the box. When Executive Editor **Galen Gruman** came up with the Save XP campaign, he was translating InfoWorld's tradition of IT advocacy into an online-only innovation. We've also begun offering actual services, such as our Windows Sentinel performance monitoring agent, developed by **Randall Kennedy**, one of our contributing editors. As InfoWorld readers use the service, we collect performance data from their systems and Randall blogs about it.

Q Is there anything you miss about print?

A Sure. When long-form feature trend articles and case studies are done well, they deliver a type of insight you can't get anywhere else. Unfortunately, that format does very poorly online.

Q What's the latest on the Save XP campaign?

A We're closing in on 200,000 signups. As we approach the June 30 deadline, when Windows XP will no longer be sold, the general media seems to pick up on it more and more, which in turn drives more signups. We got a little boost recently when Steve Ballmer said he might consider extending the deadline, but only if he heard from users. Microsoft says it's aware of InfoWorld's Save XP campaign, but so far we have been rebuffed in our attempts to deliver the petition. One way or another we will deliver it before the June 30 deadline.

Q What's new in the multimedia pipeline, a la InfoClipz and InfoBriefs?

A InfoClipz give people a very quick 411 on emerging technologies, but they're not interactive. We're looking at new ways to combine animation with interactivity. We're also looking at incentives for users to contribute their own videos.

Q What's your take on community-building?

A You have to model community based on the passions of your audience. I look at community as a way of segmenting your audience and reaching it in a targeted way, which may simply involve delivering content tailored to specific segments, or it may involve creating online venues that groups of users can call home and exchange information. It's not "build it and they will come." Communities exist and it's our job to find ways to serve them.

Q What online communities do you participate in?

A Like everyone else in this business, I'm on LinkedIn and Facebook. I confess to not being very active on either.I'm also a news junkie and admit to posting comments now and again on the Huffington Post.

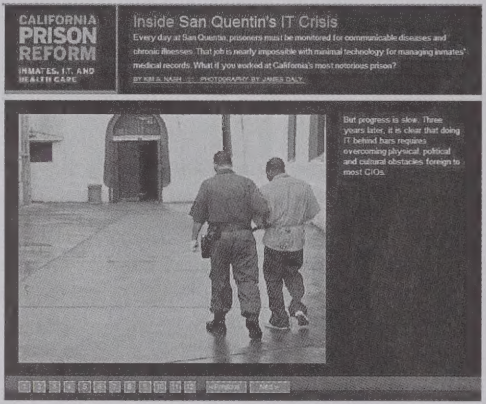
Q What qualities do you look for when hiring online editors and writers?

A The skill sets for editors and writers have not changed that much, but obviously, there's much more emphasis on speed. In turn that means broad knowledge of many technical areas is a big advantage, because it reduces ramp-up time. That generally means you have to love IT or at least have an insatiable curiosity about it. Also, you need to have a much higher tolerance for organizational change than before. Online tech publishing isn't just going through a transitional period. The real change is that change has become continuous. WU

CIO editors put Multimedia Journalism training into practi[illegible]

The cover story in CIO magazine's April 15 issue focusing on the role of IT in California's prison healthcare reform provided an opportunity for CIO editors to put into practice some of the ideas and skills gained at an IDG training class focused on multimedia journalism.

The story was written by CIO Senior Editor **Kim Nash**, who, along with more than a dozen of her colleagues from CIO and Computerworld, had participated in the day-long training in which they were encouraged to "re-think traditional print stories for treatment online in various forms — audio, video, still images and interactive charts."



CALIFORNIA PRISON REFORM

INMATES, I.T. AND HEALTH CARE

Inside San Quentin's IT Crisis

Every day at San Quentin, prisoners must be monitored for communicable diseases and chronic illnesses. That job is nearly impossible with minimal technology for managing inmates' medical records. What if you worked at California's most notorious prison?

BY KIM S. NASH :: PHOTOGRAPHY BY JAMES DALY

But progress is slow. Three years later, it is clear that doing IT behind bars requires overcoming physical, political and cultural obstacles foreign to most CIOs.

*In two places within the main slideshow users can view "multimedia sidebars" that consist of still photos with audio quotes from the sources CIO Senior Editor **Kim Nash** interviewed.*

Nash's feature exposes a substandard system of medical care that kills one inmate every six days and focuses on IT's court-ordered role in the cure and lent itself to a multimedia treatment, Nash said. "We knew a piece focusing on IT inside a prison was inherently full of sights and sounds," she said. The three-part main story (which appeared online around the same time it was featured in the magazine) is buttressed with a slideshow, interactive sidebars and an editor's letter.

On-site sounds

The slideshow consists of still photos with ambient sounds attached to each one, sounds such as cell doors slamming, guards and inmates shouting, keys clanking and seagulls squawking, that were captured on Nash's digital audio recorder at San Quentin State Prison, just north of San Francisco and home to 5,400 inmates. (All CXO Media writers and editors got a Samon H2 Handy Recorder last year. The machines record on two or four channels, to catch conversations as well as ambient sounds.)

Each slide also has an explanatory caption. At two places within the main slideshow users can drill down to see a mini-slideshow — "multimedia sidebars," Nash called them — that consist of still photos with audio quotes from the sources she interviewed.

The main text story is divided into three chapters. "As you read down the text of each chapter, you come to a photo of someone interviewed, with clickable links to play audio quotes from that person," Nash said.

From Nash's initial reporting, through editing, fact-checking, print and Web design, Web production (including coding and building the slideshow and editing and embedding the audio) to testing and launch online and appearance in the print magazine, it took about seven weeks to put the multimedia package together.

"Various people stepped up to contribute at different points along the way, then handed off to team members," she said. Others who contributed in varying degrees to the project included Executive Editor **Elana Varon**, Executive Art Director **Mary Lester,** Art Director **Terri Haas**, Online Publishing Group (OPG) Managing Producer **Matt Goebel**, Senior Web Designer **Wayne Yii**, OPG Online Producer **Shaun Callaghan**, Senior Online Producer **Joe Nguyen**, OPG Senior Producer **Lisa Boles** and Editorial Assistant **Jarina D'Auria**.

In a meeting after the project's launch, the team agreed that their collaboration produced several reusable components that will be ready for the next multimedia project, as well as solidified processes to make working together efficient.

Within hours of the feature going live on CIO.com, different elements of the package were drawing comments about issues including the technology prowess of one of the people in the story and a debate about whether society owes convicts decent health care.

"We promoted it to the usual news aggregators such as Digg and Slashdot," Nash said, "and to specialized sites that care about prison, health care and political issues." She added that the Society for Professional Journalists commended the package in its News Gems blog that highlights good journalism (http://www.spj.org/blog/blogs/newsgems/).

For more information contact Kim Nash at knash@cxo.com.

WU

Inspiring images

CIO Senior Editor **Kim Nash** said that one of the most powerful examples of multimedia journalism that Instructor Paul Grabowicz, a professor at the University of California/Berkeley, showed during the IDG multimedia training class was a slideshow with audio about U.S. doctors who volunteer in Nicaragua to treat children with severe heart problems (http://soundslides.com/archive/2000/hearts/).

"I was so moved by the story — and inspired by the storytelling techniques — I wanted to try to create something similar," Nash said. CIO Editor-in-chief **Abbie Lundberg** and Executive Editor **Elana Varon** were also in the IDG training class and felt the same, Nash said. "When the idea crossed our desks to look into this prison IT story, we knew this was our chance."

GMI

continued from page 1

While the theme of the last several GMIs had been IDG's transformation to a Web-centric media company, this year the sense was that "just as we are becoming a Web-centric company, we've got to look at what's next" said Director, Training & Development **Laurie Butson**, who hosted the program along with Senior Training & Development Coordinator **Erin Brennan** and Computerworld and InfoWorld VP/Human Resources **Julie Lynch**. "The presentations and discussions revolved around what we need to be doing and thinking about in order to stay ahead in this industry, emphasizing our audience-focused approach and being ready to embrace and incorporate the next wave of media. "

IDG WORLD UPDATE

*The GMI class of '08. (Seated, from left): **Julia King**, executive editor/events and national correspondent, Computerworld; **uiz Minervino**, director, administration and finance, Now!Digital Business (Brazil); **Elizabeth Heichler**, editor-in-chief, IDG News Service; **Davy Adams**, deputy managing director, IDG Australia; **Michael Hermann**, country manager, IDG Switzerland; **Karsten Bundgaard**, marketing director, IDG Denmark; **Bob Brown**, executive editor, Network World. (Back, from left): **Eric Knorr**, editor-in-chief, InfoWorld; **George Jones**, SVP/creative services and editorial director, IDG Entertainment; **Jane Skullman**, business manager, CIO Sweden and CSO Sweden; **Rich Kazarian**, VP/sales, IDG World Expo; **Matt Avery**, group publisher/custom publishing, CXO Media; **Brian Glynn**, VP/online sales, CXO Media; **Louis D'Mello**, president and CEO, IDG India; **Manuel Pastor**, country manager, IDG Spain; **Bud McLeod**, editor, PCWorld.com; **John Amato**, VP/associate publisher, Computerworld; **Annelise Fortier**, director, compensation, IDG Corporate Human Resources; **Nancy Sheehan**, group controller, IDG Corporate Services Group.*

To that end, IDG Communications CEO **Bob Carrigan** gave a strategic update on the "beyond our borders" concept. He noted that a significant amount of visitor traffic comes to IDG sites from other sources, and it is important to distribute IDG-branded content to a wide audience, thus raising the importance of content syndication, aggregation and linking.

Close to two dozen IDG managers and executives, and two external speakers, presented on those subjects as well as user-generated content, community, ad networks, leadership, online trends, mobile media, audience development, customer databases, events, media market trends, SEO/SEM/SMO, finance and IDG's culture.

Throughout the week, the group split into four teams and worked on a case study challenging them to take creative steps to make their business unit a leader in the mobile space. While past case studies have revolved around fictitious but realistic business situations, this year involved the real-life examples of the PC World/Macworld and Computerworld brands. At the end of the program, a board of directors composed of IDG International Publishing Services President & CEO **David Hill**, Network World Publisher & CEO **John Gallant** and IDG Communications EVP/Interactive **Colin Crawford** evaluated the groups' business plans.

Write to laurie_butson@idg.com. WU

Longo

continued from page 1

influence beyond our borders to substantially increase the number of users, page views and advertising inventory."

Longo will work with IDG TechNetwork VP Sales and Business Development **Kevin Normandeau** to grow the number of sites and advertisers in the network, Carrigan said. In addition, on the external syndication side, "Pete will leverage his considerable experience and contacts to drive content deals, which will result in incremental page views back to our individual brands."

Carrigan added that while Longo will focus his initial efforts on the U.S., the goal is to expand the network outside of the U.S.

"I have competed against and partnered with IDG for 20 years," said Longo. "I now look forward to expanding marketing opportunities for our advertisers and spreading IDG's award-winning editorial."

During his tenure at Inform Technologies, Longo was at the center of developing traffic-driving solutions for major media properties including the washingtonpost.com, nbc.com, cnn.com, economist.com and many others.

Earlier, Longo served as executive VP and president of Zinio from 2003-2006 as it became the leading digital magazine provider. From 1991to 2003 he held several executive positions at Ziff Davis Media at brands such as PC Magazine, eWEEK, and MacWeek. Prior to that, Longo worked at CMP Media, Long Island Monthly and Sport Magazine.

Eventually, Longo will have an office in New York City; for the remainder of this fiscal year he will work in the Paramus, N.J., office. His email address is peter_longo@idgcomm.com. WU

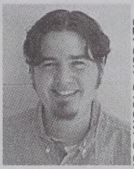
noteworthy people

New employees

LYNN HOLMLUND

Brenner

William Brenner joins CSO magazine as a senior editor, coming from TechTarget where he was a senior writer. He holds a B.A. in English from Salem (Mass.) State College and enjoys history, walking and church activities. *bbrenner@cxo.com*


IDG WORLD UPDATE

Boyer

IDG Entertainment has hired **William Boyer** as a product marketing manager. He was previously an account manager, Global Sales and Marketing with CMP Media. A graduate of the University of North Carolina at Chapel Hill, he holds a B.A. in philosophy. In his free time he enjoys gaming, soccer and snowboarding. *wboyer@idg-entertainment.com*

IDC Malaysia has hired **Chua Fong Yang** as an associate market analyst with the MIPT Telecom research team. Before joining IDC, he was an associate engineer at DiGi Telecommunications, responsible for monitoring daily network performance, providing solutions to overcome network capacity problems and optimizing the radio network environment. He holds a B.S. in engineering with a focus on telecommunications from Malaysia's Multimedia University. In his free time he enjoys travel and reading about management strategy. *fychua@idc.com*

After working with IDC Australia since October 2007 as a contractor, **Melissa Martin** joins the group full-time as a senior market analyst, IT Spending and Vertical Markets. Before coming to IDC she spent six years as director of Gartner's Asia Pacific Library Research Centre, responsible for secondary research staff throughout the Asia Pacific Region. She holds a B.S. in applied science from Sydney's University of Technology and has been an associate member of the Australian Library and Information Association for more than 15 years. Her interests include reading, scrapbooking, gardening, music and bush walking. *msmartin@idc.com*

Barry Lim is IDC Malaysia's new account manager, based Kuala Lumpur. He started his career at a business consulting start-up selling proprietary CRM solutions for the local SME market. He then spent the next four years in international business development for MSC Malaysia covering the U.S., Middle East and Indian markets. He earned a B.S. with honors in computing from the U.K.'s University of Greenwich. His interests include golf, travel, motor sports and gadgets. *blim@idc.com*

IDC's Energy Insights group has hired Englewood, Colo.-based **Patrick Graham** as a senior account executive. He was previously a global systems integration manager with InterCall, Inc. A graduate of Bradley University in Peoria, Ill., he holds a B.S. in business management and administration. He enjoys spending his free time with his family, traveling to tropical islands, coaching and playing baseball and basketball and "rounding up some friends for a night of poker." *pgraham@energy-insights.com*

Online Account Services Specialist **Tara Shea** comes to CXO Media from TechTarget where she was a campaign manager. She earned a B.S. in communications with a concentration in advertising from Eastern Connecticut State University in Willimantic. *tshea@cxo.com*

Transfers

Senior Market Analyst, SmartTools, **Marina Beale** comes to IDC Australia's Sydney office from her role as senior research analyst with IDC Asia/Pacific. Prior to joining IDC, she worked on a major Oracle implementation for the government of Western Australia; she has also worked in the U.K. for eWare implementing eCRM solutions. She holds a B.S. with honors from the U.K.'s Northumberland University, a postgraduate diploma in Computer Science from North London University and an M.A. in eBusiness from Edith Cowan University in Perth, Western Australia. *mbeale@idc.com*

Et cetera

After three and half year of part-time study, CIO Executive Council Program Manager **David Best** recently earned an M.B.A. with a concentration in marketing from the University of New Hampshire's Whittemore School of Business and Economics. He also competed in the school's Holloway Prize Innovation-to-Market Competition, which challenges students to develop interdisciplinary business models and present their plans to bring them to market. Best's team, 'FitVending Company LLC,' one of 15, delivered a business launch case for a vending machine business that would supply only healthy snacks to schools, businesses and health clubs and won the third-place Bronze award. *dbest@cio.com*

LYNN HOLMLUND

Best

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Name change for South African partner

IDG's publishing partner in South Africa has changed its name from Johnnic Publishing, Business Magazine Division, to Avusa Media, Business Magazine Division.

All employee e-mail addresses have been changed to @avusa.co.za.

New address for IDG Spain

Claudio Coello 123, 5th floor
28006 Madrid
Spain

Phone: +34-91-349-66-00
Fax: +34-91-319-61-04

Go to the IDG Directory on IDG Central for employee and business unit contact information.

Coming up

Enterprise Data Center
May 22
London
www.idc.com/uk

Computerworld Honors Program
June 2
Washington, D.C.
www.cwhonors.org

IDC IT Forum & Expo
June 4-5
Boston
www.idc.com

IT Executive Forum
A Computerworld/InfoWorld event
June 4
San Francisco
www.itexecutiveforum.com

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

30
Bob Wescott
Enterprise Services Group

28
Christian Mahler *IDG Germany*

21
Stephen Lennox *IDG Australia*

20
Crawford Del Prete *IDC*
Judy Schultz *Network World*

19
Kim Nash *CXO Media*

18
Philippe de Marcillac *IDC*

17
Christopher Norman *IDG U.K.*
Kimberly Brinson *PC World*
Claus Egge *IDC U.K.*

16
ancy Jonathans *PC World*
Masato Tsuchiya *IDG Japan*

13
Michael Goldberg *CXO Media*
Karen Smalarz *IDG*
Wolfgang Leierseder
IDG Germany
Lisa Radler *PC World*
Dorothy Allen *IDC*
Nancy Koral
IDG Research Services

12
Tom Wailgum *CXO Media*

11
Rocco Bortone
Online Publishing Group
Wei Ming Xu *PC World*
Stephen Drake *IDC*

9
Julia Reckel *IDG Germany*
Alan Stafford *PC World*
Lionel Lamy *IDC U.K.*
Yvonne Engsig *IDG Denmark*
Veronica Trotto
Network World

8
mes Galbraith
Mac Publishing
Carmen Rodrigo *IDG Spain*
Robert Mitchell
Computerworld
William Zhang *Network World*

7
Kevin Gerich
Online Publishing Group
Brian Buizer *PC World*
Brian Klatt *IDC*
Robert McMillan
IDG News Service
Jennifer Duffin
IDG World Expo
Zhou Xu *IDG Asia*

6
Philip Kwon *IDC Korea*

5
Mark Barreca *PC World*
Kyoung-Min Kim *IDC Korea*

4
Christine McKay *CXO Media*
Lynn Holmlund *CXO Media*
Carrie Mathews *CXO Media*
Jed Scaramella *IDC*

3
Sven Blaukat *IDG Germany*
Gregory Westil-Adler
PC World
Koichi Sato *IDC Japan*
Zbigniew Grzegorzewski
IDG Poland
Alan Louie *IDC*
Matthew Healey *IDC*

2
Sven Langenfeld
IDG Germany
Patrycja Dziedzinska
IDG Poland
Carline Dangson *IDC*
Michael Brown *IDC*
Jimmy Sharp *IDC China*

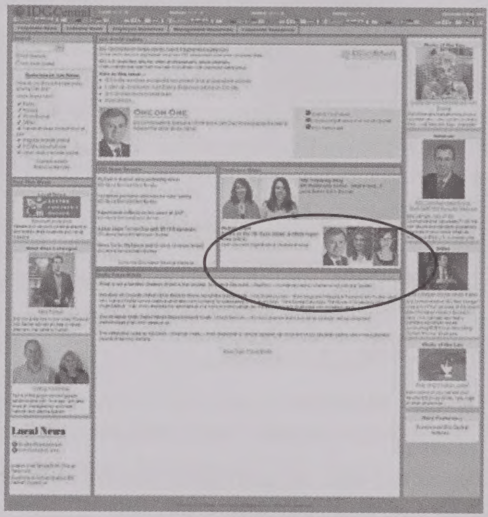
1
Toni Conrad
Online Publishing Group
Jennifer Finn *CXO Media*
Jillian Gardner *IDG*
Katrin Engel *IDG Germany*
Jason Brightman *PC World*
Leandro Caracciolo
Now!Digital Business
Stefao Forenza
Nuov@Periodici Italia
Alex Zago *IDC Brazil*
Tim Dillon *IDC Australia*
Kevin Li *IDC China*
Jorge Umana *IT World Canada*
Melihat Zengin *IDG Denmark*
Meaghan Bumpus
Network World

All business units are welcome to send anniversary information to world_update@idg.com.

New content on Mobile Alert blog

Check out the Mobile Alert blog on IDG Central for two new posts from IDG Communications EVP/Interactive **Colin Crawford**. The first is a white paper entitled Mobile as the 7th Mass Media written by Alan Moore, the originator of the term, philosophy and principles of Engagement Marketing and founder of marketing company SMLXL:

"Mobile is now emerging as the seventh of the mass media, joining Print, Recordings, Cinema, Radio, TV and Internet. This SMLXL White Paper briefly reviews the introduction stages of each of the previous mass media, illustrating what impacts they had to their predecessors. Drawing from those lessons the second half of this document outlines the six benefits unique to mobile (personal; always carried; always on; built-in payment channel; available at point of inspiration; and measures audiences accurately). This document then explores areas where mobile media concepts are succeeding and the roles of advertising, user-generated content and viral marketing."



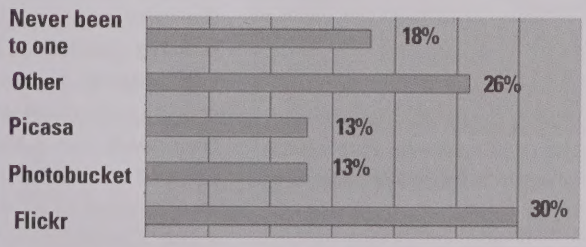
The second is the text of an e-mail from Tomi T. Ahonen, who was responding to Crawford's inquiry regarding mobile video and TV particularly in relation to the Korean market. Ahonen is the co-author of Digital Korea (www.digitalkorea.futuretext.com) and a consultant on digital convergence and mobile telecoms; he is based in Hong Kong.

Go to www.idgcentral.com.

WU

Question of the Week results for May 5, 2008

What do you think is the best photo-sharing Web site?



Log on to www.idgcentral.com to vote on this week's question:
Do you own a smart phone?

celebrating 10!

Name
Jen McKean

Home
Auburn, Mass.

Joined IDG Research Servies
September 2007, as a Research Assistant.

Current title
Research Director. We work with clients (primarily the IDG brands but sometimes outside clients as well) to develop custom marketing research solutions. We manage all aspects of a research project — from research design and survey development all the way through delivery and presentation of the final report.

Most challenging part of your job
Lately, staying on top of 12 to 15 projects a month and all of the details that go along with that. Luckily, I have great colleagues who always go the extra mile to help me out.

Best part of your job
The wonderful people I work with every day.

One thing you've learned during your tenure at IDG
That there is always something new to learn, and that change is not always bad (that was two things!).

Interests outside the office
Reading every chance I get, playing sports and snuggling with my kids, hanging out with my husband and our friends/families, fixing up my house.

Family
My husband John and I have two girls — Maia, 5 and Maeve, 3.

What talent do you wish you had
I wish I could sing (well). I do sing alone in the car, but I wouldn't subject anyone that I love to that.

Fantasy job
A tour guide at a museum or a historical residence. I think it would be fun to learn some history, meet and talk to people from all over the world, and go home each day leaving work at work.

First job
I worked in a penny candy store. I had to add up what people were spending in my head as they walked down the line of jars and chose their candy, so I always gave a little extra to those kids who had a lame limit of 50 cents or something to spend. (Shhh!)

*IDG Chairman **Pat McGovern** hosted a dinner at Boston's Four Seasons Hotel in honor of IDG Research Services' **Jen McKean**'s 10 years of service to the company.*

Favorite celebrity encounter
Not sure if this counts because she wasn't a celebrity yet, but Marcia Cross (from "Desperate Housewives") grew up in my hometown and went to the prom with my next-door neighbor. Also, her mother was my 6th grade math teacher.

What others can't tell just by looking at me
I am really 19…at heart, anyway.

If you won the lottery tomorrow, you would
Dance in the street. Faint. Repeat. Once over the initial shock I'd take my family and friends on some nice vacations, invest for the future and build my husband (an avid snowboarder, BMX rider and skateboarder) the half pipe he's always wanted.

Manager's profile
"Jen has been one of the major contributors to IDG Research's success over the years. Her understanding of key technology and media trends coupled with her excellent research and analytical skills provide the foundation for creating unique and impactful research programs for her clients. She is very proactive and customer-focused and goes to great lengths to provide each client with the research that best fits their needs. Jen is a real asset to IDG. I have greatly enjoyed working with Jen over the past 10 years and look forward to working with her for many years to come. Congratulations on this milestone anniversary, Jen!"

—Janet King, general manager, VP, IDG Research Services

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Laurie Butson *IDG*
Harry McCracken *PC World*
Kim Nash *CXO Media*

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 Web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG also publishes more than 300 magazines and newspapers in 85 countries. IDG's media brands include CIO, CSO, Computerworld, GamePro, InfoWorld, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, Entertainment for All Expo (E for All), Storage Networking World and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events. More details at http://www.idg.com.

IDG World Update

19 MAY 2008
VOLUME 38, NUMBER 18

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

SEO Summit aims to ensure high visibility for IDG content

Day-long training helps employees understand key SEO concepts, techniques

Two IDG U.S. business units recently ran the same news story on their sites. On one site, the story garnered 6,000 page views during a two-week period and then interest seemed to dry up. On the other, the story received more than 20,000 page views, the vast majority referred from Google searches over a period of five months. The difference? Editors at the second site applied additional search engine optimization (SEO) techniques to ensure the story would appear high in search results pages.

With the majority of readers now accessing IDG content not through a site's home page but via search engines, ensuring that content ranks high in a search is of paramount importance, as is learning the SEO techniques that can make that happen. To that end, the IDG Online Publishing Group (OPG) this month launched a series of day-long SEO Summits, beginning at CXO Media, to explain the benefits of SEO for key constituencies at the business units. SEO Summits will be held at Computerworld and InfoWorld in June.

***Sean Nakamura** was instrumental in creating the SEO Summit.*

"By keeping abreast of overall changes in SEO and maintaining best practices, we can achieve a competitive advantage over other sites because our user-relevant search results surface much higher," said **Sean Nakamura**, OPG director of

continued on page 4

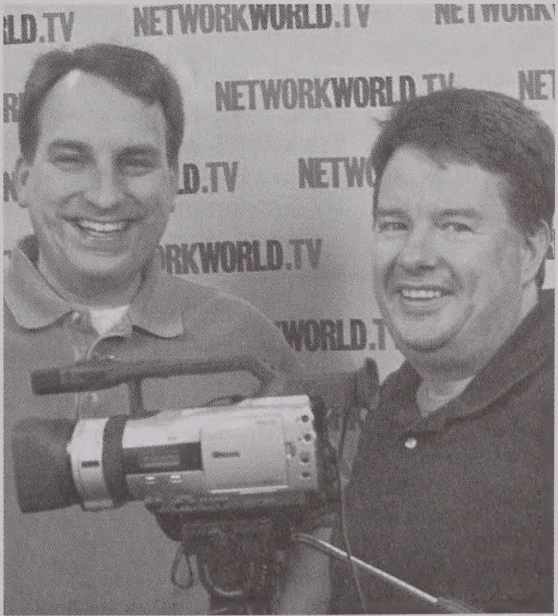
> *"By keeping abreast of overall changes in SEO and maintaining best practices, we can achieve a competitive advantage over other sites because our user-relevant search results surface much higher."*
>
> *— **Sean Nakamura**, PG director of Web analytics and audience development*

Network World duo puts Interop online for non-showgoers

Thanks to the members of Network World's multimedia group — all two of them — what happened in Las Vegas at the recent Interop IT conference and expo not only did not stay in Las Vegas, it was viewed by thousands of NWW site visitors across the country. Programming Director **Keith Shaw** and Multimedia Editor **Jason Meserve** produced a total of 41 video interviews from the show floor over the course of three days and had all of them posted before heading for home at the end of the week.

The videos, each averaging five to eight minutes, represent more than four hours of content featuring vendors, analysts and show officials and give viewers a look at some of the new products that were introduced and an idea of the key trends and themes at this year's show. And view they did; traffic to the video section of NWW's site doubled during the week of Interop, and Shaw said he hopes the interviews will continue to generate substantial video views going forward.

Shaw and Meserve also used the show to launch their new networkworld.tv URL and brand, which he said they plan to incorporate into the site with additional branding and shows.



*Multimedia Editor **Jason Meserve** (l) and Programming Director **Keith Shaw** used the Interop show to introduce the Networkworld.tv brand.*

Shaw said he scheduled each of the interviews prior to arriving in Las Vegas. He allowed half an hour for

continued on page 5

Inside this issue

IDG Central's online product development blog addresses newsletter creation *page 2*

New blog focused on audience development debuts on IDG Central *page 2*

One on one: IDC SVP/Chief Analyst Frank Gens *page 3*

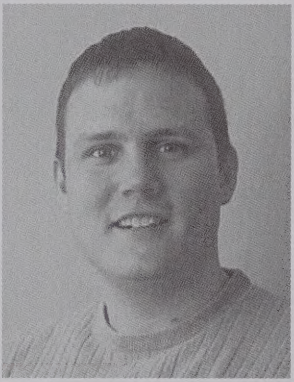
Meet Your Colleague: IDC's Shane Rau *page 6*

IDC holds Take Your Kids to ork Day *page 7*

Cartoon caption contest winners *page 8*

in brief newsworthy

Online product development blog now live on IDG Central



***Tom Pimental** welcomes comments on his new IDG Central blog, Driving Innovation.*

If you're involved with online product development, or just want to gain a better understanding of what's involved in that part of IDG's business, check out the blog by **Tom Pimental**, director of product development for Computerworld, CXO Media and InfoWorld.

Driving Innovation, which has a link from the home page of IDG Central (www.idgcentral.com), will lend insight into Pimental's daily work and his observations about how he and his team come up with new ideas, enhance existing online products and cultivate business development partnerships.

Here's an excerpt from one of Pimental's recent posts, Streamlining the Newsletter Creation Process:

"Newsletters are a huge part of our business. In addition to driving 20% to 30% of our monthly page views, they're our largest source of new, marketable e-mail addresses. Because of this, we're constantly looking for new topic areas to focus newsletters around. However, delivering over 110 newsletters per week, CW, CIO and IFW already dedicate the equivalent of four full-time employees to newsletter creation, and every new mailing adds additional work.

To address this, we've recently embarked on a discovery project to identify inefficiencies in our newsletter creation process. We've noticed some obvious gaps and issues with existing tools and delivery mechanisms and plan to drastically reduce the amount of time involved in creating a newsletter. Additionally, we plan on building a tool that will automatically create newsletter content for smaller circulation newsletters.

But I'm curious if anyone at IDG feels they've cracked the newsletter creation nut. Obviously, newsletters are important, but:

- Have you figured out a way to free up editorial time to focus on content creation without jeopardizing your newsletter traffic?
- Are there tools you use to help you streamline the newsletter creation process?
- Has anyone experienced success with automatic content alerts?"

Post your comments, suggestions, ideas and questions on the blog by going to www.idgcentral.com. Request a password at the site if you don't have one yet, and get the conversation going! WU

Audience development blog brings IDG Central blog total to four

The newest IDG Central employee blog, Behind the Scenes with Audience Development, launches this week.

Written by **Sean Nakamura**, director of Web analytics and audience development for the Online Publishing Group, and **Alexa Wriggins**, director of online marketing at PC World and Macworld, the blog will touch on a variety of initiatives, including search engine optimization, paid search, social media outreach and online engagement. The pair plans to highlight best practices and share specific projects and results from across all IDG brands.

Their blog joins others on online product development (see story at left), the IDG Training Blog by IDG Director/Training and Development **Laurie Butson** and Senior Training and Development Coordinator **Erin Brennan**, and Mobile Alert by IDG Communications EVP/Interactive **Colin Crawford**, IDG Global Solutions International Sales Director **Christina Briscoe** and Management Associate **Olga Rybak.**

Last week, the Training Blog asked readers to share their favorite blogs as they relate to IDG business. One choice: Publishing 2.0, which looks at how technology transforms media.

Mobile Alert recently addressed 2D barcoding and posted a link to a meeting summary about the evolving area of mobile commerce and the implications for consumer protection policy.

Take the World Update/IDG Central survey; a $50 gift could be yours

The 2008 IDG World Update/IDG Central readership survey has been e-mailed to employees to gather feedback to help ensure that the newsletter and IDG's intranet continue to meet the information needs of as broad a group of employees as possible.

The survey consists of approximately 20 questions and should take less than 10 minutes to complete. Your answers to the survey are confidential, and the results will be used in aggregate form only with those of other survey respondents. In appreciation, upon completion of the survey you may enter your name into a drawing for a chance to win one of five $50 American Express Gift Cheques.

Please check your inbox for the survey from "IDG Central." If you have not yet received it, go to https://surveys.idgresearch.com/IDG/World_Update_2008/idg_world_update_2008.htm to access the survey.

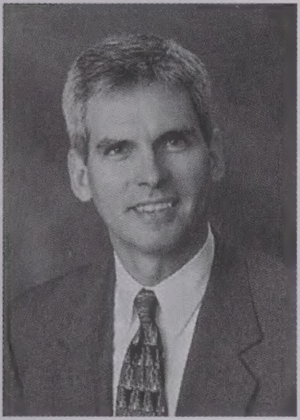
If you did not receive an e-mail about the survey, send your name, e-mail address and title to idgcentral@idg.com so your name can be added to the online IDG Directory on IDG Central (www.idgcentral.com). The survey will close on May 27.

Questions? Write to world_update@idg.com. WU

the interview

one on one

Frank Gens
IDC's SVP and chief analyst is this week's columnist. Reach him at fgens@idc.com.



> *"Our track record of accuracy has expanded IDC's image among clients from our traditional role as the No. 1 provider of IT market forecasts to also being seen as a top provider of strategic market vision."*

Q Can you describe your role as "chief analyst"?

A The most important part of the chief analyst role is developing — together with about 1,000 IDC analysts around the world — a thematic and predictive overall scenario for the IT industry. With so many analysts, each developing detailed forecasts for their particular industry segment, it's very important we work from the same page on where the industry's headed as a whole and why it's headed there. We start developing the scenario each year in October and publish it as IDC Predictions in December.

Q Are there any 2008 predictions you'd like to revise at this point?

A No; so far, so good. But I would like to brag, on behalf of my colleagues, that our two-year-old prediction that IBM would announce a big online application marketplace and companion appliance servers finally came true a few weeks ago, announced by CEO Sam Palmisano at IBM's partner event in Los Angeles. Shortly after we first made the prediction in 2006, I raised the idea with one of IBM's top executives — who, frankly, looked at me like I had two heads. IBM recently revealed that they started to develop the strategy in spring 2007, so I'd like to think they read IDC Predictions and followed our advice.

Q What are the most important trends now influencing the U.S./worldwide IT markets?

A Without doubt, the attempt to open up high-growth emerging markets — which depends on coming up with innovative ways to profitably serve the under-served SMB market — is the No. 1 catalyst of disruptive change in our industry. SMB IT spending globally is growing at two times that of large enterprises, while spending in emerging markets is growing at 10% to more than 20% per year. To reach these difficult-to-reach customers, vendors are doing a complete makeover of offerings: shifting offerings online ("everything-as-a-service," cloud computing); developing a new generation of highly simplified, appliance-like on-premise systems; building out huge new ecosystems of web-services-based solutions providers; and extending the "last mile" of enterprise IT to mobile devices. These are just a few of the big shifts that will literally remake the IT landscape during the next 15 to 20 years.

Q Do you see the current interest in "green computing" continuing to grow?

A Absolutely. Last year, in an IDC survey of IT and business executives, over 60% said that they consider an IT vendor's greenness as "somewhat important," to "very important," making it, at a minimum, an important tie-breaker for gaining business. Almost 80% of respondents said the importance of vendors' greenness is *increasing* over the next few years. It's not surprising, then, that almost every IT vendor has been working overtime this year and last to sharpen its green messages. I believe the green IT movement will be a sustained one, rather than a fad, for one simple reason: The No. 1 driver of customer interest in green IT is a sustainable one: rational economics. Customers are primarily choosing green IT to reduce operating costs through power-efficiency, reduced material requirements, reduced real estate requirements and so on. And it's very likely in the next few years that we will see increased environmental regulatory requirements that further skew IT economics toward green offerings, by imposing costs on non-green offerings.

Q Has your role changed at all since you took on that role in 2003?

A My core mission hasn't changed much since '03, but there have been two important developments: 1) **Better Practices**: Our global analyst team has gotten very, very good at developing a strong, predictive scenario. In fact, we've been asked to share our best practices for scenario-development with senior strategy teams at some of our biggest clients; and 2) **Expanded Market Image**: Our track record of accuracy (based on IDC Predictions themes including "Dynamic IT" and "Hyperdisruption") has expanded IDC's image among clients from our traditional role as the No. 1 provider of IT market forecasts to also being seen as a top provider of strategic market vision.

Q To what extent do you interact with clients?

A I spend a lot of time working, along with colleagues, with senior managers from IDC's major clients, helping them with growth strategies that are aligned with IDC's industry scenario, as well as helping them educate their customers and employees about where the industry's headed. One of the more interesting moments was a few months ago, when we met with Cisco CEO John Chambers. Playing devil's advocate, I asked John whether Cisco's plan to use its WebEx acquisition as the core of a new strategy to enter the business solutions market made sense. He responded: "I hope it does, Frank, because we decided to do so after listening to you," referring to what our team had written in IDC Predictions and said at IDC Directions. That was a very gratifying (albeit a bit awkward) moment!

Tips for optimizing content

Sean Nakamura, the Online Publishing Group's director of Web analytics and audience development, offered the following tips on optimizing content to get better search engine results:

- Select keywords that will resonate with your audience. Best practices for keyword placement are to incorporate them into the URL, page title, meta data, header tags, link anchor text and body copy. Core keywords should be toward the top of the page.
- For editors, continue to write for humans and specifically to your core audience. That said, there are ways to optimize elements of the content that are both beneficial to the human reader and search engines such as emphasizing terms by bolding, italicizing and underlining them.
- Include article titles into h1 tags and subtitles into h2.
- SEO is a multi-departmental objective and effort involving editorial, engineering, Web production and audience development so all groups need to work together.

SEO Summit

continued from page1

Web analytics and audience development. "Type 'Green IT' into the Google search bar, and you'll see stories from four IDG business units surface in the top 10 results. If we keep increasing that kind of visibility on search terms, our SEO initiatives will pay off as people engage more with what we have to offer, and we continuously push our competitors further down on the result pages."

The SEO Summits are being led by Alliance Network Group (ANG), a San Francisco-based company that consults with companies regarding online business strategy. ANG worked with OPG to complete a site optimization report and Internet presence assessment audit of each of the three business units' sites.

What is SEO?

Search Engine Optimization (SEO): "The process of increasing the amount of visitors to a Web site by ranking high in the search results of a search engine. The higher a Web site ranks in the results of a search, the greater the chance that that site will be visited by a user. It is not common practice for Internet users to click through pages and pages of search results, so where a site ranks in a search is essential for directing more traffic toward the site. SEO helps ensure that a site is accessible to a search engine and improves the chances that the site will be found by the search engine." *Source: www.webopedia.com/*

"I think it's a good idea to get someone from the outside to come in with fresh eyes and give us an honest assessment," Nakamura said. He added that ANG has experience working with online media companies and that the summits are tailored to the specific business units' needs.

One of the key benefits of the summits, he said, is to bring about greater collaboration, involvement and communication among the editorial, technology, Web production and audience development groups at each business unit. The goal, he said, is "to create an optimal publishing process that manages time effectively and allows editors to incorporate more SEO strategies into their work. While editorial produces great content, the technology team plays an integral part in helping to bring that content to the surface on search engines by keeping site maps updated and making sure the content management system [CMS] generates back-end code properly."

While the summit was designed primarily with the needs of its editorial attendees in mind, there were several points during the day, Nakamura said, "where we focused on technical aspects of page architecture and the publishing process."

Nakamura said the CXO Media editors fully embraced the summit. "They asked a lot of good questions, not only about direct editorial issues affecting them but also how the technology side affects SEO and their responsibilities." In response to increased SEO interest, OPG has created a site where CXO staffers can get access to SEO reports, documents and answers to their SEO questions from audience development team members and ANG.

At the CXO Media SEO Summit ANG took the 30 attendees through the process of publishing an article on CIO.com. "We looked at specific examples from CIO.com articles and at specific SEO components where the page could be optimized further," Nakamura said. "In particular, we looked at keywords with respect to when and where to use them, both within the meta tagging system and the body copy." He added that his group will work with CXO Media to create a process that is more efficient "so editorial can spend more time creating great content, and less time uploading it to the site.

"What was great about the CXO Media summit," he continued, "was that both [CXO Media President and CEO] **Michael Friedenberg** and [VP and General Manager of Computerworld.com, Infoworld.com and CXO Online Media] **Martha Connors** were there to support what we were doing

continued on next page

Here's how it works

Wondering how to optimize a headline for best search results? **Sean Nakamura**, the Online Publishing Group's director of Web analytics and audience development, created the following example:

Headline and deck as they might appear in print:	Optimized version for online:
iPhone anticipation: Waiting for the 3G version **When will Apple release it?**	**3G iPhone launch** **Next-generation iPhone anticipation grows**

"The optimized version may read a little strangely," Nakamura said, "but it considers the Three Ps of keywords: Placement, Prominence and Proximity. 'iPhone' is in both the headline and deck, and 'next-generation iPhone and '3G iPhone' are current keyword phrases that people are typing into search engines."

Coming up

• LinuxWorld Expo/Tokyo
• Business Blog & SNS World
• VirtualWorld Conference & Expo
May 28-30
Tokyo Big Sight
Koto-ku, Tokyo
www.idg.co.jp/english

Computerworld Honors Program
June 2
Washington, D.C.
www.cwhonors.org

IDC IT Forum & Expo
June 4-5
Boston
www.idc.com

IT Executive Forum
A Computerworld/InfoWorld event
June 4
San Francisco
www.itexecutiveforum.com

Mobile & Wireless World
A Computerworld event
June 9-10
Miami
www.mwwusa.com

IDC Unified Communications Summit
June 10
New York City
www.idc.com

TechWorld Awards
A TechWorld U.K. event
June 11
London
http://awards.techworld.com

The Information Driven Enterprise
An IDC UK event
June 12
London
www.idc.com

Infrastructure Management World
A Computerworld event
June 16-18
Washington, D.C.
www.imworldusa.com

IT Roadmap
June 18
Boston
www.networkworld.com

Network World

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each one and taping was continuous from 10 a.m. to 5 p.m. throughout the three days. "Only one person cancelled on us — he had to take an earlier plane home than originally planned," Shaw said, adding that they could have easily done more had time permitted. "Vendors were eager to talk to us and we had a number of PR people coming up to us at the show asking how they could get their CEO interviewed."

***Keith Shaw** (c) conducts one of the 41 video interviews his team produced at the recent Interop show in Las Vegas.*

Although Shaw and Meserve handled the majority of the interviews, a number of Network World editors stepped up to assist. They included: Senior Editor **Denise Dubie**, Senior Editor **Tim Greene**, Managing Editor **Jim Duffy**, Online Features Editor **Neal Weinberg** and Senior Writer **Jon Brodkin**. "It was a real team effort," Shaw said. "To offer some contrast about how monumental the feat was, the company that owns and runs the show [CMP] had a large video area on the floor and only had eight videos posted by the end of the week. We were able to produce five times the number of videos with about one-fifth of their staff."

Shaw credited the company's new Brightcove platform with making it possible to greatly increase the amount of video available on the NWW site. "Brightcove makes it easier for us to encode and upload videos to the site in a quicker fashion than before and lets us present multiple videos on a single page in a more pleasing manner as well," he explained. "The system also lets us embed videos into other areas of the Web site, so videos aren't just living in one spot but integrated throughout Network World's Web site."

For more information, contact Keith Shaw at keith_shaw@nww.com.

WU

SEO Summit

continued from previous page

and emphasize SEO's importance to our online strategy. SEO has many moving parts, and all stakeholders need to work as a cohesive unit in order to continue to drive more qualified traffic to our sites and to attain optimal user engagement."

Computerworld and InfoWorld's SEO Summits will not be carbon copies of CXO Media's, according to Nakamura. "Each business unit is unique and has its own way of doing things editorially, technically, even culturally," Nakamura said. "While one may need more editorial assistance, another might need an improved way to enter information into its CMS. Therefore, each SEO Summit is customized to focus on all aspects of the editorial process and designed to let the editors address any issues they have on both an editorial and technical level."

After the summits, Nakamura's group will continue to work with each editorial department to design and implement a better publishing process. "Part of this process will involve what keywords to utilize and how to use them for a particular audience," he said. "Specifically, we'll build into the process how to best leverage keyword tools such Google Trends, as well as how to understand what keywords are driving traffic to our sites through our own internal Web analytics reports."

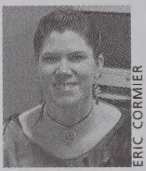
For more information contact Sean Nakamura at sean_nakamura@idgenterprise.com.

WU

Be sure to check out Behind the Scenes with Audience Development, the newest blog available on IDG Central. **Sean Nakamura** and **Alexa Wriggins** will share best pratices, lessons learned in SEO, paid search, social media outreach and more. If you need a login for IDG Central, go to www.idgcentral.com to request one.

noteworthy people

New employees


ERIC CORMIER

Arnold

Renée Arnold is Network World's new events marketing administrator/registration manager for the DEMO and IT Roadmap events. She was previously a sales and marketing assistant with Rounder Records. She holds a B.A. in communications from Worcester (Mass.) State College and enjoys live music, Renaissance fairs, writing and rabbits. *rarnold@nww.com*

IDC Canada Senior Research Analyst **Evan Hardie** will be focusing on printers, hardcopy peripherals and imaging markets for the Client Hardware Research Business group. He has more than five years of sales and marketing experience in this niche, most recently as a product marketing specialist with Canon Canada. *ehardie@idccanada.com*

Transfers

Nair

Vinay Nair, who was most recently research manager/Software for IDC Middle East & Africa, has returned to his hometown of Toronto, joining IDC Canada as research manager for Enterprise Applications Software Research. He joined IDC MEA in 2005. Vinay has an undergraduate degreen in public management and policy from the University of Ottawa and a master's degree in public and international finance from the University of Pittsburgh. Vinay enjoys reading books about technology, skiing, biking, going to the movies and family time. *vnair@idccanada.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Writing workshop: How to avoid jargon and marketingspeak

IDG Central's Writing Workshop column, The Troubles We've Seen, looks at real-life writing examples and suggests how to improve them. This week, in the ongoing series Dubious Word Choice: Jargon and Marketingspeak, the experts look at this example, among others:

Example A: "Dan Glib of PH Blabs explains that the demonstration is far from a productized device at this stage."

Example B: "'This could be productized immediately,' Szefreki said."

It's an adjective, it's a verb — but is it necessary or useful? No. And please don't tell us that it's merely a jargon word that we will probably never need or need to worry about. Business managers are already using it; who can doubt that politicians and unnamed officials of one sort or another are on the verge of following suit? Within months we shall be overrun with the fruits of productization or productivity or productizability or whatever these tin-eared fiends choose to adopt as the noun form of the word. Aroooo!

Better (Example A): Dan Glib of PH Blabs explains that the technology being demonstrated is by no means ready to appear in finished products yet."

Better (Example B):"'This technology could be incorporated into products immediately,' Szefreki said."

Meet your colleague: IDC's Shane Rau

Although his title is research director for the PC Semiconductors, Wired Communication Semiconductors and Storage Semiconductors groups, IDC California's **Shane Rau** says he doesn't always behave like an analyst. "I go outside the supposed boundaries of my research area and title to get what my customers need," Rau said.

Rau

As a PC semiconductor analyst, he said he can't be focused solely on the chips inside PCs but must consider them in context and determine "what the effects of the chips are at the system level and across different kinds of system markets, such as servers, consumer devices and mobile phones. So I don't always behave like a stereotypical analyst who is focused on analyzing numbers and works in isolation." A good analyst, he noted, should be as focused on his or her relationships with IDC clients and colleagues as the research itself."

Rau started as an analyst with IDC's San Mateo, Calif., office in 2001. Before joining IDC he worked at PC World magazine in San Francisco for eight years as a technical editor.

"My primary responsibilities extend from my customers," he said of his role at IDC. A typical day starts with checking e-mail at home for client inquiries, prioritizing those inquiries and fulfilling as many as he can before he leaves for the office. Much of the rest of his day will be taken up with meetings with clients and vendors or "meetings with my colleagues *about* clients and vendors. My job is about good relationships, and my success is based on the value I bring to those relationships."

"Shane tracks Intel, AMD and Nvidia very closely as part of his research and has been a very visible analyst in the PC area," said **Mario Morales**, IDC California VP, Semiconductors and EMS. "Intel and AMD are heavyweight companies in the semiconductor space. When both companies announce earnings or make news they usually change the direction of tech stocks. Shane's expertise with these companies allows him to speak with the press frequently and drive the visibility of our coverage of microprocessors and graphics."

A few weeks ago Rau returned from his fourth trip to Asia where he gave presentations to financial and vendor customers in Taiwan and Korea with members of IDC's semiconductor team in Asia/Pacific. "Two weeks later, two of those colleagues came here, and we booked a dozen meetings with IDC's Access Group and Tech Investor financial clients in the Bay Area," Rau said. "Not only did these meetings earn enough revenue to pay for their travel costs, they enabled our entire team to come together for strategic planning meetings and set the basis for some upcoming revenue earnings and projects."

A New Hampshire native, Rau moved to California 14 years ago when the magazine he was working for closed its East Coast office and moved him West. Six months later the magazine was shuttered.

"I was planning to return to my home state to settle down," Rau said, but he met his partner Quan. "I stayed, and, through him, my family h[illegible] gone from three — my parents and me — to 33. Because of Quan, I have 10 nieces and nephews whom I adore. It's a reward like when a thirsty man drinks from a fire hydrant."

For more information contact Shane Rau at srau@idc.com. WU

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

25
Michelle Reyes *PC World*

23
Donald Best *IDC*

21
Mary Boone *IDC*

18
Adele Lee *IDC*

17
Mandie Johnson *Macworld*
Megumi Okamoto *IDG Japan*
Agnes Hejjas *IDG Hungary*

11
Matthew Bennett *Digit*
Malgorzata Kubecka *IDG Poland*

10
Robert O'Donnell *IDC*

9
Denise Watzema *IDG Netherlands*
Jonathan Guloyan *IDC*
Ludmila Kozina *IDC*
Marc Lowell *IDC*
Sandy Weill *Computerworld*
Terez Berenyi *IDG Hungary*

8
Petra Hallstrom *IDG Global Solutions U.K.*
Luisa Garcia *IDC*
Thomas Heim *IDC*
Lily Lin *IDC Australia*
Bill Rigby *Computerworld*
Todd Weiss *Computerworld*

7
Richard Clooke *PC Advisor*
Anders Huldt *IDG Sweden*
Jiro Hirose *IDG Japan*
Terese Patterson *IDG*
Leigh Mills *IDG*

6
Javier Hernandez *IDC Mexico*

5
Catherin Bennett *IDC Australia*
Shantini Singh *IT World Canada*

4
Norihiko Seki *IDC Japan*
Xiao-Fei Zhang *IDC*
Chris DaRosa *Computerworld*

3
Andreas Kloss *IDG Sweden*
Kate McDonald *IDG Australia*
Jeffrey Dong *IDC China*
Alison Dwelley *IDG World Expo*

2
Patrick Murphy *Techworld*
Joanna Sawko-Liman *IDG Poland*
Maureen Fleming *IDC*
Larry Fauscette *IDC*
Jason Croci *Network World*

1
Bob Cree *PC Advisor*
Laura Robertson *IDG U.K.*
Nikki Causer *IDG U.K.*
Marcos Iuato *Now! Digital Business Ltda.*
Brenda Villalobos *IDC Mexico*
Gilene Caiado *IDC Brazil*
Chris Tia *IDC Australia*
Ramesh Babu *IDC Singapore*
Bhavna Verma *IDG*
Istvan Berenyi *IDG Hungary*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Sign up for the World Update PDF

IDG employees can receive IDG World Update in a PDF format via e-mail. To request this service, write to world_update@idg.com.

Current and archived PDFs are also available for download in the World Update section of IDG Central (www.idgcentral.com).

IDC welcomes younger generation to annual kids' event in Framingham

KELLEY CONLEY

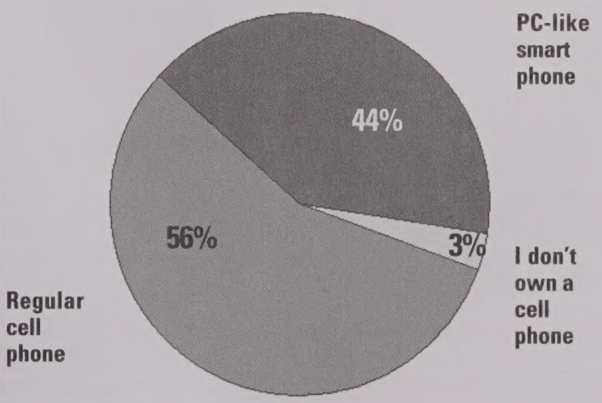
Senior Office Services Assistant ***Efrain Lopez*** *and his son Jacob (striped shirt) and Senior Program Director* ***Amy Catalogna*** *and her nephew Casey Goyette (plaid shirt) check out one of the visitors from the New England Aquarium.*

IDC held its annual Take Your Kids To Work Day in Framingham, Mass., on April 24. Coordinated by IDC's Human Resources group and the Event & Charity Committee, the half-day program involved 65 children, most ranging in age from three to 12 years old.

With the theme of the day "Making Choices for a Better World," the children donned their IDC baseball gift hats and interacted with a representative from the New England Aquarium who brought in a variety of sea creatures and talked about environmental responsibility. Each child was also asked to bring a small item for Cradles to Crayons, a nonprofit organizations based in Quincy, Mass., and the group collected four large boxes of arts and crafts supplies to donate to children in need. WU

Question of the Week results for May 12

What kind of cell phone do you own?



Log on to www.idgcentral.com to vote on this week's question:
What's an appropriate maximum punishment for companies that allow data breaches to occur?

off line for fun

Congratulations to all our enthusiastic caption contributors. Winner **Paul Zampitella** will have his choice of an official "Off Line" t-shirt or a copy of Rich Tennant's most recent book of cartoons, *Downloaded*. The honorable mention winners below will receive *IDG World Update* sports safes.

Honorable mentions

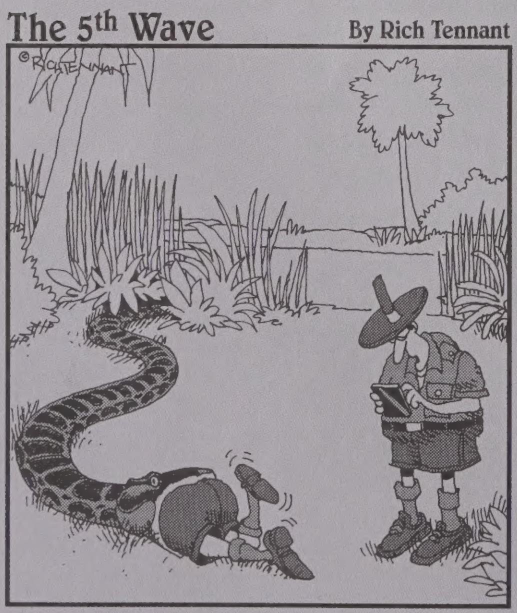
"Harry, I told you to STOP when the lady on the navigation system said, 'Get me out of here!' "
Simon Salamon *IDC New York*

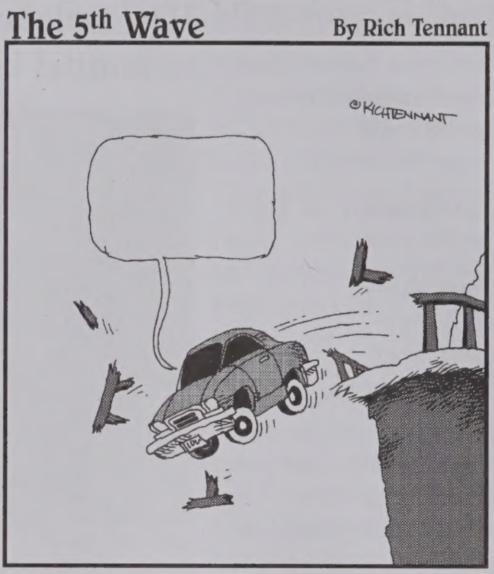
"Who the heck hacked into the in-car navigational system?"
Ellen Messmer *Network World*

"I told you not to buy a GPS at the dollar store."
Jane Jordan *IDG*

GPS: "Please proceed 300 yards to final destination."
Charlie Harris *IDC*

"Something tells me the system is about to crash."
Andrew Shepherd *IDC U.K.*





GPS unit: "Recalculating..."
Paul Zampitella *Macworld*

"The GPS says this is the shortest waaaaayyyyyy......."
Scooter Joyce *IDC*

"Yes Marge, in hindsight it might have been better to have blue tooth professionally installed."
José Rodriguez *IDC*

"Press cancel and then try again."
Petr Mandik *Computerworld Czech*

"Darn decaying infrastructure!"
Steven Gray *PC World*

"What part of stop did you not understand?"
Ross Storey *Fairfax Business Media Asia*

Rich Tennant's original caption:
Hey--look out! Ahhhhhhhhh!

Next!

Create a brief caption for the cartoon at left and send it to *IDG World Update* by June 23.

Send your creations to world_update@idg.com or fax them to 617-423-0712.

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Kelley Conley *IDC*
Jason Meserve *Network World*
Sean Nakamura *Online Publishing Group*
Keith Shaw *Network World*

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WWW.IDGCENTRAL.COM

IDG business units experiment with Twitter

Social networking service includes editorial content, personal musings and more

People have been talking about Twitter, tweets and twittering since the social networking and micro-blogging service debuted in 2006, and now more IDG business units are exploring the business benefits of Twitter.

Users with free Twitter accounts can post short (140 characters) text-based messages, called "updates," on the Twitter site (www.twitter.com), typing the update into the box labeled "What are you doing?" Or, users can send updates — known as "tweets" — through a short message service via a cell phone, instant messaging service or a third-party application such as Facebook or Twitterrific.

Updates are displayed on the user's profile page and instantly delivered to other Twitter account holders who have signed up to "follow" the user. Users can reply to each other's messages, and those exchanges are public unless users choose to change their defaults, or they can choose to send a private direct message. A user's profile page will show brief bio information, their recent updates and lists of who they are following and who is following them. Currently Twitter is available in English and Japanese.

And just what are people tweeting about? Just about anything. CIO Editor-in-chief **Abbie Lundberg** wrote about "The Business Value of Twitter" in her online column on April 2: "People write about what they're working on, usually with genuine enthusiasm and little bull. This is a key part of Twitter's attraction for me: It has, for the most part, a positive energy, even when people are being critical. Some people make observations on things that others are doing, or

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"Changes in publishing and social networking mean we need to extend our relationships and get our content into the places our readers spend their time."

-- Abbie Lundberg, editor-in-chief, CIO

Pat McGovern receives third lifetime achievement award

***Pat McGovern** accepted his award via video as a previous commitment had him out of the country earlier this month.*

IDG Chairman **Pat McGovern** picked up his third lifetime achievement award this month when he was named as the first recipient of the American Business Media's Robert L. Krakoff Lifetime Achievement Award. Named for the former CEO of Cahners, Advanstar and Nielsen Business Media, the award was conceived to recognize individuals in the media industry whose careers reflect a deep commitment to editorial integrity, creativity and profit.

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New country manager set to lead IDG Netherlands

Hoogenraad

IDG has hired **Lennard Hoogenraad** as country manager for IDG Netherlands. Hoogenraad, who will begin his responsibilities on July 7, succeeds Raimon Gort, who left IDG in January after 17 years to become CEO of CBS Outdoor in The Netherlands.

"Lennard has a host of relevant experiences for his new position at IDG," said IDG VP/International Finance **Keith Arnot**, who led the search team. "I am confident that he will be a great asset for IDG Netherlands and prove to be an excellent colleague for IDG managers in Europe."

For the past eight years, Hoogenraad has been with Reed Business, most recently as director of Know-

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Inside this issue

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Save the date: Global Product Support Center meetings set for October *page 2*

One on one: IDG Communications CEO Bob Carrigan *page 3*

Computerworld's SaaScon targets end users *page 4*

Celebrating 10! Computerworld's Matt Hamblen *page 8*

in brief

newsworthy

new online

A guide to incorporating podcasting into your media mix

Podcasting is an important component of an integrated media strategy that aims to communicate with audiences in ways they want to be communicated with. Business units looking to incorporate podcasts into their media mix will want to check out the newest addition to the Best Practices Exchange on IDG Central.

Monetizing Podcasts is a presentation developed by **Paul Calento**, SVP, strategic development, Computerworld/InfoWorld, that discusses the business rationale for podcasts and includes a series of exercises that can be used to develop podcast programs. It includes:

1. Presentation outlining business model and resulting programs.
2. Worksheet to help team develop editorial voice for podcasts.
3. Worksheet to help develop sample content workflow for editorially driven podcasts.
4. Worksheet to help your team apply the CW/IW pricing model for podcasting.

The Best Practices Exchange can be found on IDG Central under the Employee Resources tab. If you need a password for IDG Central, you may request one using the link at www.idgcentral.com.

Save the date: Global Product Support Center meetings set for October

This year, the combined enterprise and consumer Global Product Support Center (GPSC) meetings will take in Lisbon, Portugal, Oct. 20-22. The welcome reception will take place on the evening of Oct. 19. More information will be available shortly.

Fast facts

A recent IDC research study showed that one-third of workers would opt to take their mobile phone — rather than a wallet, keys, laptop or digital music player — with them if they had to leave the house for 24 hours and could take only one item.

IDC's survey of 2,367 working adults in 17 countries found that 16% of the global information workforce is already "hyperconnected," i.e., are individuals who use at least seven devices for work and personal access, in addition to at least nine applications such as IM, text messaging or Web conferencing.

Regionally, the percentage of hyperconnected information workers was: North America, 15%; Asia Pacific, 21%, Latin America, 12%; EMEA, 14%.

Source: IDC White Paper, "The Hyperconnected. Here They Come!" Sponsored by Nortel, May 2008

McGovern

continued from page 1

"There is no question that Pat McGovern, during his extraordinary career, has more than lived up to the criteria of editorial excellence, creativity and profit," noted Roger Friedman, president of Lebhar-Friedman Inc., announcing the award at the ABM's annual spring meeting in La Quinta, Calif. "The quality of his editorial products is truly outstanding. This year alone, IDG won seven Neal awards. IDG's business model, which encompasses in-print, in-person and online, shows creativity and is the blueprint for many ABM members' strategic plans. Finally, there is no doubt that Pat has managed and built an outstanding organization. Is it profitable? You can bet your P&L on it!" Friedman said.

Accepting by video due to a longstanding commitment in Asia, McGovern told the audience, "I am very, very deeply honored to receive the first Robert L. Krakoff Lifetime Achievement Award. Bob Krakoff was a very good personal friend of mine. I admired Bob's intelligence, his business acumen, his commitment to editorial integrity and his leadership style."

The ABM lifetime achievement award will share shelf space with lifetime achievement awards from the American Society of Business Publications Editors and the Magazine Publishers of America. McGovern received both of those awards in 2004.

More online

To view the video of **Pat McGovern** accepting his ABM Lifetime Achievement Award, see this story on IDG Central.

Hoogenraad

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ing-ton.nl, a "Web shop" that offers a range of knowledge sources to business professionals. Earlier in his Reed career he led the marketing effort for the centralized ad sales department and served in publisher and business unit manager positions for management print and online brands such as FEM Business, Marketing Tribune and Holland Management Review. He has also worked in a database-driven business in the Dutch tourism industry.

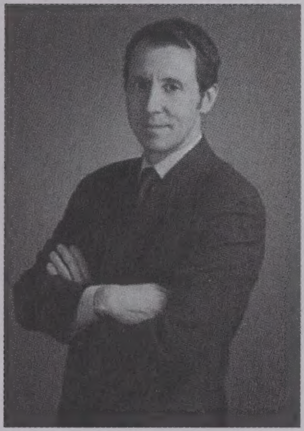
"I'm looking forward to working with the IDG team in the Netherlands and with my international collegues," Hoogenraad said. He praised IDG and IDG Netherlands' "very powerful brands that have good potential for growth. Building on the 'Web-centric' strategy, we can deliver optimal service and results to both readers and advertisers in the B2B and B2C product portfolios." He said his initial goals are "supporting the customers in their work, hobbies or business, getting their message across and simply helping them be successful."

Hoogenraad, who has a master's degree in business administration from the University of Groningen, lives in central Amsterdam with his girlfriend, Heleen. He has a six-year-old son and enjoys field hockey, squash, sailing, cycling and just being outdoors. His favorite gadget at the moment is his iPhone.

Write to lhoogenraad@idg.nl.

one on one the interview

Bob Carrigan
The CEO of IDG Communications is this week's columnist. Reach him at bob_carrigan@idg.com.



> *"We have done a good job of building excellent destination sites, but we need to do a much better job of thinking 'beyond our borders' if we want to continue to grow audience."*

Q What does the business environment in the market look like for the second half of the year, and how should IDG adjust to those conditions?

A I'll speak in general terms about how the challenging economic climate is affecting the three key areas of our business: online, events and print.

There seems to be an overall slowdown in the online ad market when you look at the lower organic revenue growth rates being reported by companies such as CNET, Tech Target, AOL, Yahoo and News Corp., to name a few. To date, IDG's online revenue growth rates have held up nicely at most of our major sites, due largely to the fact that more and more of our advertising inventory is driving clear performance metrics for marketers.

Events have been hit hardest, with companies cutting travel budgets. Registrations and sponsorships are down for many of our events, but our business units have done a good job of reducing exposure in those areas for the rest of the year.

Of course, print continues to be under pressure, both with fewer active advertisers and also in the area of single copy/newsstand sales.

For the rest of the year, we should continue to manage print for profit, which means taking bold measures to reduce expenses to be at least proportionate to any revenue declines (or better, to get out in front of revenue declines!). At the same time, we should aggressively push our online and event solutions, which provide much-needed ROI for marketers, especially in these challenging times. In other words, we should continue to do what we have been doing for the last several years, but do it with more urgency given the tough economic climate.

Q Since April, when Pat McGovern added global responsibilities to your U.S.-centered scope of work, how has your job changed?

A I am mostly focused on FY09-FY11 budgeting at this time, which entails working closely with business unit heads and ORB [operating review board] chairs around the world. While I have ultimate responsibility for all IDG Communications business units worldwide, I have the benefit of working with executives such as **Keith Arnot**, **David Hill**, **York von Heimburg**, and Pat McGovern, each of whom have "front line" responsibility as ORB chairmen for the majority of business units outside of the U.S. In addition to being the ORB chairman for all U.S. business units, I have taken on direct responsibility as ORB chairman for Germany, Sweden, Korea and Japan. In that capacity, I will be working directly with the business unit heads in those countries to develop our strategic plan for FY09-FY11.

And of course, my travel schedule has increased a bit with my new role. In June, I'll be in Beijing for the Asia Pacific Managers meeting and also in Helsinki for the European Managers meeting. In early July, I have trips scheduled to Seoul and to Tokyo. It's exciting for me to meet so many new colleagues around the IDG world!

Q Recently you've been pushing an online strategy that you call "beyond our borders." Can you explain what this entails?

A This is a critical strategy, which I first articulated during my road show for the U.S. business units. "Beyond our Borders" describes a three-part strategy to drive new audiences and ad dollars via aggressive outreach to third-party partners. The first part of the strategy is to sell ad inventory from third-party, non-IDG sites. This is the mission of the recently launched IDG TechNetwork, which now includes more than 100 third-party sites. The second part of the strategy entails making IDG's content available to users beyond our own branded sites. The final part involves aggressive outreach to the social networks. One good example of this is the CIO/Linked-In partnership. The end goal of these three pursuits is to expand our sphere of opportunity beyond our walls. We are making a significant commitment to this strategy in the U.S. with the formation of a new business unit under the newly hired **Peter Longo**, who is now CEO of the IDG Technology Network business unit. This new business unit will drive content syndication deals on behalf of all of our brands and will also lead the growth of our media/ad network, IDG TechNetwork.

Q How does content syndication fit into IDG's business model, and are we doing all we can in this area? Do business units in small markets also need to pay attention to this?

A Content syndication will become ever more important as users demand content wherever they are on the Web, be it the conventional Web or the mobile Web. It also represents a giant opportunity for IDG to grow our business!

IDG invests heavily in best-in-class content. We have strong brands and award-winning content. However, should not assume that all users will seek us out. We should leverage our strong brands and ex-

continued on page 7

Computerworld's SaaScon event targets end users

More C-level presenters talk about their experiences in evolving market

What is SaaS?

Software as a service (SaaS) is a software delivery method that provides access to software and its functions remotely as a Web-based service. SaaS allows organizations to access business functionality at a cost typically less than paying for licensed applications since SaaS pricing is based on a monthly fee.

Also, because the software is hosted remotely, users don't need to invest in additional hardware. SaaS removes the need for organizations to handle the installation, set-up and often daily upkeep and maintenance. Software as a Service may also be referred to as simply hosted applications.
Source: www.webopedia.com/TERM/S/SaaS.html

By refocusing the audience and content positioning of SaaScon, its software-as-a-service (SaaS) event, Computerworld discovered a recipe for attendee and sponsorship success. The two-and-a-half-day event, held March 23-25 in Santa Clara, Calif., was the first time Computerworld had assumed full management of the yearly conference, which had been produced twice before by IDG World Expo.

"In the early days of SaaScon, the market was trying to figure itself out, and SaaScon became a great place for companies with software-as-a-service solutions to meet each other, learn and collaborate," said **Derek Hulitzky**, Computerworld VP, Event Marketing and Conference Programs. The audience, he noted, was full of highly relevant and interested vendors, independent software developers and venture professionals. However, after the first two events "the sponsors naturally became increasingly interested in meeting users — people with the checkbooks. Prior to this year's event, there were just a handful of users in attendance."

When Computerworld's Events team took over management of the conference after SaaScon 2007, it came up with the following four-pronged strategy:

- Position the conference's program more directly for end-user needs and strategies.
- Populate the agenda with end-user case studies while also maintaining a measure of content for the non-user attendees.
- Attract a substantial audience of end users, as well as more independent software developers.
- Create a busy exposition area for sponsors, and show them people with checkbooks.

"Sounds simple, but it was a big challenge," Hulitzky said. "Bottom line, though, we got all four done and made a nice profit for Computerworld." He said the more than 600 attendees were "a richer, more diverse audience and now included the coveted user. This was a strategic step up in not only securing sponsors but also in ultimately delighting them by delivering the goods."

"We hosted 30 sponsors and exhibitors, including some major brands like Akamai, IBM, Hewlett-Packard and Iron Mountain," said **John Vulopas**, CW director of business development, "and we delivered important, year-over-year revenue growth."

Vulopas said SaaScon gives sponsors get a chance to interact with SaaS decision makers and influencers as well as other vendors "to establish lasting relationships, build partnerships and accelerate their sales cycle." Sponsors also get the opportunity to take part in all the educational sessions. Vulopas said sponsors have told him that listening to the end users' perspective is "a huge benefit. We've had sponsors go back to their organizations and change their marketing plans based on what they learned at our event."

Computerworld Executive Editor, Events and National Correspondent ***Julia King*** *hosted a session that featured SaaScon conference advisor Jeff Kaplan, managing director of THINKstrategies, Inc.*

C-level presenters make a difference

Hulitzky said one of the strengths in the evolution of SaaScon 2008 was the major shift in the type of presenters in the general sessions. "While the previous SaaScons were successful, the presenters were virtually all solutions providers of some sort," he said. "SaaScon 2008 was dramatically different, as we secured C-level technology-executive presenters from user organizations including Chiquita Brands, Boeing, Colorado Capital Bank and Golden Gate University. Showing the audience how users are coming to grips with enterprise, software-as-a-service-delivered applications was a dramatic evolutionary step."

SaaScon 2008 was marketed heavily to the end-user audience, Hulitzky said, "but maintaining the independent software developer audience was also critical — and tricky. We got very scrappy and savvy in finding pockets of good developer lists."

This year's SaaScon was "ultimately very successful for many reasons," Hulitzky concluded. "Overall, we got the message out there and were relentless about it against challenging odds in a market that's still evolving and morphing." WU

SaaScon 2009

The next SaaScon will be held March 31-Apr. 1, 2009, at the Santa Clara (Calif.) Convention Center. For more information go to www.saascon.com or contact Derek Hulitzky at derek_hulitzky@computerworld.com.

IDG

Current Jobs, Week of May 26, 2008

BU	Category	Title	Location	Contact	Email	Phone
CXO Media						
	EP	Conference Editorial Content Manager	Framingham	P.Boyle	pboyle@cxo.com	508.935.4192
	EP	National Sales Manager, Executive Programs	Framingham	P.Boyle	pboyle@cxo.com	508.935.4192
	EP/Online Sales	Marketing Copywriter	Framingham	P.Boyle	pboyle@cxo.com	
Financial Insights						
	Research	Research Director, Corporate Banking	Framingham, MA	Susan Brown	sbrown@idc.com	508-935-4099
Energy Insights						
	Research	Senior Research Analyst, Energy Insights	Framingham, MA	Susan Brown	sbrown@idc.com	508-935-4099
Health Industry Insights						
	Research	Research Analyst, Health Industry Insights	Framingham, MA	Susan Brown	sbrown@idc.com	508-935-4099
	Sales	Sr. Account Executive	Irvine, CA	Leah Barton	lbarton@idc.com	508-935-4336
IDC						
	Consulting	Consulting Manager, Personal, Document & Communications Technologies	Framingham, MA	Susan Brown	sbrown@idc.com	508-935-4099
	Consulting	Consulting Director, Services	Framingham, MA	Susan Brown	sbrown@idc.com	508-935-4099
	Marketing	Intern, Go -to Market Services	Framingham, MA	Susan Brown	sbrown@idc.com	508-935-4099
	Marketing	Editorial Manager	Framingham, MA	Leah Barton	lbarton@idc.com	508-935-4336
	Research	Intern, Vertical Research Group	Framingham, MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Director, Risk Management	Framingham, MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Analyst, Online Prediction Market Research	Framingham, MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Analyst, Worldwide Trackers	Framingham, MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Manager or Director, Systems Integration Business Strategies	Framingham, MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Verticals	Framingham, MA	Leah Barton	lbarton@idc.com	508-935-4336
	Research	Program Manager, Enterprise Trackers	Framingham, MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Summer Consultant - Technology Research	Framingham, MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Program Manager, PC Tracker	San Mateo, CA	Susan Brown	sbrown@idc.com	508-935-4099
	Sales	Client Service Representative, Industry Major Accounts	Framingham, MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sr. Account Executive, Industry Major Accounts	Framingham, MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sr. Account Executive, Sector East Accounts	Framingham, MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Technology	Intern, Operations Developer	Framingham, MA	Susan Brown	sbrown@idc.com	508-935-4099
	Technology	Sr. Systems Administrator, Lotus Notes	Framingham, MA	Annmarie Allen	aallen@idc.com	508-935-4137
IDG Corporate Services Group						
	IS	Technology Support Analyst	Framingham MA	B. Ramistella	beth_ramistella@idg.com	508-988-7871
	IS	Web Developer	Framingham MA	B. Ramistella	beth_ramistella@idg.com	508-988-7871
IDG Entertainment						
	Sales	VP of Sales	San Francisco CA	http://careers.idg.com		
	Online	Associate Web Designer	San Francisco CA	http://careers.idg.com		
	Sales	Regional Sales Manager, Northwest	San Francisco CA	http://careers.idg.com		
	Sales	Regional Sales Manager, Southwest	SF or LA, CA	http://careers.idg.com		
IDG Research Services						
	Intern	Marketing Research Intern	Framingham MA	Jillian Gardner	jillian_gardner@idg.com	508-935-4041
PC World						
	Editorial	Editor in Chief	San Francisco CA		jobopps@idg.com	
PC World/Macworld						
	Sales	Inside Ad Sales Rep	San Francisco CA	http://careers.idg.com		
	Editorial	Executive Producer, Products	San Francisco CA	http://careers.idg.com		
WEC						
	Marketing	Product Director, LinuxWorld/NGDC	Framingham MA	Sara Scogland	sara_scogland_idg.com	508-935-4161
	Marketing	Marketing Manager	Framingham MA	Sara Scogland	sara_scogland_idg.com	508-935-4161
	Sales	Sales Manager	Framingham MA	Sara Scogland	sara_scogland_idg.com	508-935-4161

Go to http://careers.idg.com to view all current job opportunities at IDG

Twitter

continued from page 1

current events. They share interesting news, articles and blog posts. They ask and answer questions, both practical and reflective."

Following that post, Lundberg posed a question in Twitter asking people what they thought was the business value of the service. Within half an hour she had about a dozen responses, which included a wide variety of opinions, and she used most of them in a follow-up blog post. One of Twitter's appeals for Lundberg is its efficiency; she's finding it a more useful source of information than her RSS feeds because "it gives me a human filter for information," and with the concise posts, "I can just tap into something quickly."

"Twitter is so hard to explain; you just have to have a leap of faith," said Macworld VP/Editorial Director **Jason Snell**, who's been on Twitter for about a year. He's been using it as a way to network, not only with colleagues and people in the Mac community, but also with tech journalists from other companies. Snell said that because he and his fellow journalists are busy with their own blogs, it would be almost impossible for them to participate in something like a chat room, but through Twitter, "we can all see what we're doing, we can ask each other what we think about something, and the discussions can get really heated — and sometimes really funny!"

*These images represent some of the 116 people or sites Macworld's **Jason Snell** is following on Twitter.*

Macworld uses a Twitter stream to promote its articles "in a friendly and human way," Snell said. While some sites may use an automated approach and blast out five or six stories at the end of the day with links, Snell and Online Managing Editor **Curt Poff** often change the standard headline to something with a more conversational tone ("Where do the iPhone hackers go from here? Dan Moren reports"). If a reader replies to the post, they'll write back and carry on a discussion. ("We're flattered by the positive reaction to "New Rules about Buying a Mac" story. Thanks @gruber and everyone else.")

Macworld was one of the companies cited recently in an Internet marketing blog post about firms that have been successfully engaging with Twitter. (see the link with this article on IDG Central.)

A number of other IDG properties are also using Twitter to push content, including CIO, PC World, InfoWorld, Networld World and Computerworld's blog aggregator, TechDispenser. (see sidebar).

The IDG News Service set up a Twitter account (IDGNS) in May for stories IDGNS rates as "urgent." For example: "Billionaire investor Carl Icahn plans to replace Yahoo's entire board with a 10-member slate, he announced in an open letter Thursday" (May 15). These updates are particularly useful for IDGNS staff, or any other IDG employees following IDGNS, who don't have access to a mobile e-mail device. If they have registered their cell phones on Twitter, they can get important news as an SMS message. The staff plans to use Twitter sparingly at first, but if the account gets a good following, it will be updated more frequently.

IDG Communications EVP Interactive **Colin Crawford** has been encouraging all the IDG brands to get their content out via all forms of syndication; Twitter is just one of the newer outlets. Promoting the fact that these feeds are available is an important component, and one that business units are still trying to sort out. Lundberg wrote about CIO's Twitter feed in her May 1 CIO magazine column. And, she says one of the most effective ways to promote the feed is through Twitter itself, by having current Twitter users talk about the feed and include links.

Twitter has been a popular topic in the tech and business press, though one recurring theme is its spotty performance. According to a post on DataCenterKnowledge.com, this year Twitter has been the only microblogging service with uptime below 99%. Snell is concerned that the site and the tools may not be capable of handling its growing complexity and volume, but he acknowledged Twitter is working on making the technology more robust. "It's a good example of why sometimes its important to ship a product quickly rather than waiting for it to be stable – at that point it might be too late," he said, noting that Twitter still is far ahead of its competitors in terms of number of users.

It's also not easy to search for users on Twitter, as not everyone uses their real name as their profile name. One option is going to a site such as www.Tweetscan.com, through which you can search for a topic or person.

Despite its hiccups, Twitter is part of the increasingly important social networking arena. As Lundberg wrote in her May 1 editor's letter: "Changes in publishing and social networking mean we need to extend our relationships and get our content into the places our readers spend their time."

Some IDG sites on Twitter

http://twitter.com/macworld
http://twitter.com/PC_World
http://twitter.com/techdispenser
http://twitter.com/NetworkWorld
http://twitter.com/infoworld
https://twitter.com/CIOMagazine
https://twitter.com/computerworld
http://twitter.com/idgns

A subset of IDG employees and contractors on Twitter

IDG Communications EVP/Interactive **Colin Crawford**
http://twitter.com/ccoc

CIO.com Managing Editor **Michael Goldberg**
http://twitter.com/michaelgoldberg

CIO Editor-in-chief **Abbie Lundberg**
http://twitter.com/abbielundberg

CXO Media Senior Online Editor **Esther Schindler**
http://twitter.com/estherschindler

Macworld VP/Editorial Director **Jason Snell**
http://twitter.com/jsnell

Network World Multimedia Editor **Jason Meserve**
http://twitter.com/jmeserve

DEMO Producer Chris Shipley
http://twitter.com/cshipley

Network World Columnist Mark Gibbs
http://twitter.com/quistuipater

noteworthy people

Promotions

Clooke

After seven years as cover disc editor, creating the newsstand cover mounts for PC Advisor, Macworld U.K., Digital Arts and iPod User, **Richard Clooke** has been promoted to software editor across all of IDG U.K.'s consumer print and online titles. "As well as his previous duties, Richard is now responsible for all downloads, affiliate marketing and e-mail incentives across IDG U.K.'s portfolio of consumer sites," said **Matt Egan**, PC Advisor managing editor. "A real software guru, in his spare time Richard enjoys real ales and falconry." *richard_clooke@idg.com*

New employees

IDC California has hired **Jay Chou** as a research analyst with its Worldwide PC Tracker group. He was previously an account manager with Supermicro Computers, selling X86 servers to OEM clients and VARs. He holds a B.S. in environmental economics and policy from the University of California/Berkeley and an M.B.A. in finance from Santa Clara (Calif.) University. In his free time he enjoys biking, trying new restaurants and "running after my 14-month old." *jchou@idc.com*

IDG WORLD UPDATE

Fitzpatrick

Previously a software systems architect with Lockheed Martin, **Kieran Fitzpatrick** joins PC World as a senior applications developer. He holds a B.S. in computer science from the Catholic University of America in Washington, D.C. and an M.A. in management from Rensselaer Polytechnic Insitute in Troy, N.Y. In his free time he enjoys video games, reading, writing and the guitar. *kieran_fitzpatrick@pcworld.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Coming up

Computerworld Honors Program
June 2
Washington, D.C.
www.cwhonors.org

IDC IT Forum & Expo
June 4-5
Boston
www.idc.com

IT Executive Forum
A Computerworld/InfoWorld event
June 4
San Francisco
www.itexecutiveforum.com

Mobile & Wireless World
A Computerworld event
June 9-10
Miami
www.mwwusa.com

IDC Unified Communications Summit
June 10
New York City
www.idc.com

TechWorld Awards
A TechWorld U.K. event
June 11
London
http://awards.techworld.com

The Information-Driven Enterprise
An IDC U.K. event
June 12
London
www.idc.com

Infrastructure Management World
A Computerworld event
June 16-18
Washington, D.C.
www.imworldusa.com

New Audience Development blog on IDG Central invites comments

IDG Central's newest blog, Behind the Scenes with Audience Development, went live last week. Here's the first post by ***Sean Nakamura****, director of audience development and Web analytics, Online Publishing Group, who will be authoring the blog with* ***Alexa Wriggins****, director, online Marketing, PC World, Mac Publishing:*

Nakamura

Wriggins

This is the inaugural post of this blog, and I am hopeful that in the coming weeks and months, Alexa Wriggins and I can share a little bit more about what is going on at IDG from an audience development perspective. But first of all, what is audience development? Whenever I attend networking events or alumni parties and tell people my title, their eyes start to glaze over and they look confused. As they start to walk away, I have to chime in "It's sort of like online marketing" and that usually gets them to turn around and continue the conversation. The story above is actually analogous to what audience development is: get the attention of someone and interact with them. And that is what we do in our job roles: help drive qualified traffic to our sites and engage those visitors to become returning customers.

There are a variety of ways to drive traffic to the site and we'll talk about all these strategies from SEO, SEM, SMO, and all the other acronyms and explain how our roles interact with editorial, engineering, Web production and other departments. Alexa and I would also like this blog to be interactive and a platform for bringing together ideas and successful projects from across all the IDG brands so that we can all benefit. What's working and what is not? What challenges do you currently face? We'd love to have guest writers participate on this blog, as well.

So I didn't get into much detail, but I hope that I have given audience development some more street credibility. We're usually behind the scenes but participate in a wide range of projects including the measurement of the site and are always watching how products and new releases perform. That is what completes the audience development and online marketing job responsibilities — measuring how well our sites engage visitors and working with other departments to make the necessary changes to move our online metrics and Key Performance Indicators forward.

Go to www.idgcentral.com to comment on this blog or the others on IDG Central: Mobile Alert, IDG Training Blog and Driving Innovation (online product development). WU

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

21
Michael Deutsch *IDC*

20
Anthoula Andrisani
IT World Canada
Vicki Peilen *PC World*

18
Mandy Tse-Wong *IDG*

14
Elisabeth Rainge *IDC*

12
Jim Wescott *IDC Canada*
Julie Ross *IDC Canada*
Shelley Aronson *IDC*
Ann Hall *IDG Australia*

11
Toby Hurlstone *IDG U.K.*

9
Richard Green
IDG List Services

8
Jennifer Werner
Mac Publishing

7
Tony Leung *PC World*

6
Raul Ceja *IDC Mexico*

5
Luciana Almeida *IDC Brazil*

4
Jakub Stolarski *IDC*

3
Joyes Lim *IDC Singapore*
Elzbieta Kurtyka *IDG Poland*

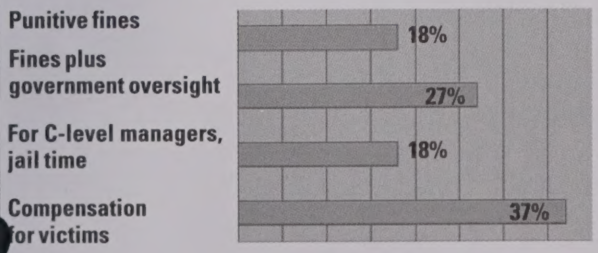
2
Barbara LaPenta *IDC Canada*
Bridget Kester *IDC*
Barbara Ryan *IDC*
Craig Williamson *IDC*
Jon Starr *IDC*
Nadav Enbar *IDC*
Nicholas Lessen *IDC*
Manfred Riepl *IDG Germany*
Victor Chong *IDG U.K.*

1
Eliza Chue
IDG Corporate Sales
Vassilios Tsiallos
IDG Germany
Leo King *Computerworld U.K.*
Lyn McNicol *IDG U.K.*

Please note: Any business unit may send anniversary listings to *IDG World Update* at world_update@idg.com.

Question of the Week results for May 19

What's an appropriate maximum punishment for companies that allow data breaches to occur?



Log on to www.idgcentral.com to vote on this week's question:
How much do you know about Twitter?

One on one

continued from page 3

cellent content to be where the users are, which could be on a portal, a business site, a social network, etc. The goal of our aggressive push for syndication is to expand IDG's audience and to drive much-needed traffic back to our Web sites. We have done a good job of building excellent destination sites, but we need to do a much better job of thinking "beyond our borders" if we want to continue to grow our audience. This applies to our largest and to our smallest sites.

Q What's your take on Microsoft's failed acquisition of Yahoo?

A Well, as I write this, Microsoft and Yahoo seem be re-engaging in discussions, so I wouldn't call it a failed acquisition yet. It is very clear that Microsoft is very serious about being a substantial player in the interactive media space. However, an acquisition of a company such as Yahoo would be even tougher for Microsoft to implement than getting the initial financial deal done. In other words, if Microsoft does buy Yahoo, they have a lot to overcome in terms of integrating two fiercely independent businesses.

Employees are encouraged to send suggestions for columnists they would like to see on this page. All questions will be passed along anonymously. Write to world_update@idg.com. WU

off line for fun

Create a brief caption for the cartoon above and e-mail it to world_update@idg.com or fax it to 617-423-0712 by June 23. The winner will choose a book or cartoons or an IDG T-shirt; honorable mentions get prizes, as well.

celebrating 10!

Name
Matt Hamblen

Home
Ashland, Mass.

Joined Computerworld
September 1996 as staff writer.

Current title
Senior writer. I cover mobile, wireless and networking for online and print, writing longer analysis and perspective pieces, but also breaking news stories on exciting developments for new wired and wireless network technologies and gadgets. I do many interviews each week with IT managers, end users, product managers and even some of the biggest executives in computing and networking.

Most challenging part of your job
Vetting exaggerations by vendor executives who would have you believe their technology will spin straw into gold. Also getting access to certain controversial/irascible execs and government officials.

Best part of your job
Making a story sing with great content and quotes. I still get an adrenalin rush on deadline.

Most memorable moment at work?
I was struck by a car while jogging one morning along the Las Vegas Strip where I was attending a Computer Associates conference four years ago. I was taken to the nearest emergency room where I was patched up, but I did get a costly ticket from a cop as I left the hospital for jaywalking (I was in the crosswalk but the light had changed when I was struck). The next day, I managed to cover the CA event, wearing shorts and big bandages all over my legs. Weeks later, the local court mixed up my pedestrian injury record with that of the woman driver who had struck me, and it took some doing to convince court officials that I didn't need to take a 19-hour traffic safety course and pay an additional $450 fine. A year after my record was finally sorted out, I covered a story for Computerworld at the same court in Vegas and met one of the IT managers who had recently upgraded the court's record-keeping system. He practically fainted when I mentioned how my accident record had been swapped in his court's system, and he assured me that the new system would prevent such problems in the future.

I joined IDG because
The editors had posted laminated lists of reporters' ethics standards all over the newsroom when I did my first interview that helped convince me that I would be able to write stories critical of vendors in the industry, even if the vendors were big advertisers.

*Computerworld's **Matt Hamblen** (l) was the guest of IDG Chairman **Pat McGovern** at a dinner celebrating his 10 years of service to the company.*

What's kept you at IDG for 10 years?
A strong stable of solid editors and fellow reporters who care about the old-fashioned notion of quality journalism at the highest level for a trade publication.

What I'm doing to be a better employee
Staying adaptable by trying new things, such as carrying a Flip videocamera to trade shows to record interviews and stories for our Web site and writing blogs on background items and the weird things reporters get to see and hear.

Of what accomplishment at work are you most proud?
Big-name sources sometimes tell me I have a reputation for fairness and accuracy, so that's why they decided to grant me an interview. Also, I can still write circles around most other reporters, not to brag.

Interests outside the office
Believe it or not, jogging and cross-country skiing. I ran in two half marathons following the accident.

Family
My wife Regan Byrne, and I have a son Luke, 18, and a daughter, Skylar, 14.

What talent do you wish you had that you don't have?
Aside from the ability to grow more hair on my scalp, I would like to sing a lot more and find the time for it.

Manager's profile
"Matt has made terrific contributions to Computerworld both in print and online with his coverage of mobile and wireless. He is a hard-working reporter who travels to conferences regularly to stay on top of his beat and gets the real story from the IT managers, who are our core audience. His willingness to embrace multimedia will help push Computerworld to the next level in finding new ways to cover news. He is a great asset to our editorial team."

— Marian Prokop, online news editor, Computerworld

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 Web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG also publishes more than 300 magazines and newspapers in 85 countries. IDG's media brands include CIO, CSO, Computerworld, GamePro, InfoWorld, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, Entertainment for All Expo (E for All), Storage Networking World and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events. More details at http://www.idg.com.

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CIO.com looks to broaden its online strategy

IT Drilldown will serve as template for other technology-focused areas

CIO.com is in the process of broadening its online strategy to move deeper into coverage of technology and companies. "CIO.com needs to grow by thinking differently," said **Martha Connors**, VP and general manager of CXO Online Media and Computerworld.com. "We want to be the site for all ROI considerations for IT buyers."

While CIO.com will continue to focus on career, leadership and management issues that resonate with the CIO brand, Connors said it will also become "a more serious resource for significant IT purchases for a greater swath of IT buyers. CIO.com can be a powerful umbrella brand for areas of need and interest in the greater IT decision maker population."

IT DRILLDOWN » Virtualization

During a recent "good old-fashioned brainstorming and strategy session," Connors said she and her team at CIO.com realized something. "We don't offer — nor do many — a site that truly provides a one-stop shop for buyers in the buying process," she said. "At the same time, vendors need a way to pinpoint this audience that's right in the middle of a specific buying decision." Out of that realization came CIO.com's first IT Drilldown, which launched last month and focused on virtualization.

The service-oriented microsite, which targets IT decision makers and influencers at medium to large businesses, offers news, vendor case studies and white papers, a blog, tip lists and a chart comparing major vendors in the virtualization arena (an e-newsletter is in the works). IT Drilldown took CIO.com editorial and online staffs about three months to build.

continued on page 6

CW, IW pool resources for new regional event

Brands bring organizational, relationship strengths to Tri-State CIO Forum

Like heads, two brands are better than one. Computerworld and InfoWorld partnered to produce the first Tri-State CIO Forum on May 7 for C-level technology executives in the New York City area.

*The Tri-State CIO Forum team included (l-r): **Jo-Ann Pellegrini**, InfoWorld business development manager; **Roseann Labruno**, InfoWorld senior sales associate; **Duncan Newell**, Computerworld marketing manager; **Matt Duffy**, group VP of marketing, Computerworld and InfoWorld; **Alexis Bartiromo**, Computerworld customer service coordinator; **Jill Martay**, InfoWorld events VP; and **Amy Dion**, InfoWorld event director.*

"InfoWorld has long enjoyed a relationship with the CTO community, and Computerworld has enjoyed a similar, longstanding relationship with the VPs of the IT/CIO community," said **Derek Hulitzky**, Computerworld VP, Event Marketing and Conference Programs. "Given that both types of individuals were the attendee target for the forum, working together was a no-brainer. Our business units share a great deal of resources — and have the same CEO in **Matt Sweeney** — and our editorial groups are headed by **Don Tennant**, editorial director for Computerworld and InfoWorld, so it just made good business and brand sense."

InfoWorld and Computerworld also worked with the Society for Information Management (SIM), New York, New Jersey and Fairfield/Westchester chapters on the day-long forum, themed "Innovation and Leadership." SIM is a non-profit association of technology professionals established in 1968.

continued on page 5

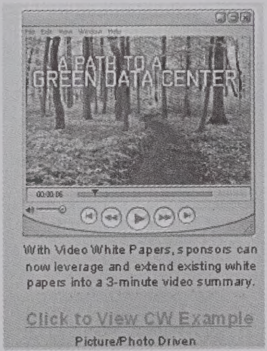
newsworthy

in brief

Presentations on video white papers, product walkthroughs on IDG Central

Need some new ideas about advertiser services? Video white papers and video product walkthroughs are two concepts that **Paul Calento**, SVP, strategic development for InfoWorld/Computerworld, has described in two recent posts on IDG Central's Best Practices Exchange.

Building a low-risk video white paper business
Video white papers provide IDG brands with a low-risk way to experiment with video and provide a needed service to advertisers. According to Calento, advertisers are always looking to extend existing text-based assets into more visual and (potentially) more interactive formats. There is a tremendous market opportunity around repackaging long and often technical white papers into more accessible 3- to 5-minute videos.



With Video White Papers, sponsors can now leverage and extend existing white papers into a 3-minute video summary.

The post on the Best Practices exchange includes a link to how a video white paper demonstration.

This IDG Best Practices module discusses the business rationale of video white papers and offers insights into how the programs are actually produced. Components include:

- Presentation outlining business model and resulting programs
- Sample script used to develop a video white paper
- Storyboard used to create images and animations

Under-the-radar multimedia revenue: video product walkthroughs
Video product walkthroughs, which are essentially sponsored screencasts, help advertisers answer the question, "How does this product work?" for their prospects.

While most advertiser media materials focus on the rationale behind a particular purchase, they fail to attract prospects further along in the purchase process.

This best practices module discusses how to build a business plan for selling video product walkthroughs, hardware and software required, sample workflow, as well as additional information.

To view other Best Practices Exchange posts, including one from Calento on monetizing podcasts, go to www.idgcentral.com and select the Best Practices Exchange on the Employee Resources tab.

Request a World Update color PDF

IDG employees can receive IDG World Update as a PDF file — with full-color photos — via e-mail. To request this service, write to world_update@idg.com. Current and archived PDFs are also available for download in the World Update section of IDG Central (www.idgcentral.com).

Coming up

Computerworld Honors Program
June 2
Washington, D.C.
www.cwhonors.org

IDC IT Forum & Expo
June 4-5
Boston
www.idc.com

IT Executive Forum
A Computerworld/InfoWorld event
June 4
San Francisco
www.itexecutiveforum.com

Mobile & Wireless World
A Computerworld event
June 9-10
Miami
www.mwwusa.com

IDC Unified Communications Summit
June 10
New York City
www.idc.com

TechWorld Awards
A TechWorld U.K. event
June 11
London
http://awards.techworld.com

The Information-Driven Enterprise
An IDC U.K. event
June 12
London
www.idc.com

Infrastructure Management World
A Computerworld event
June 16-18
Washington, D.C.
www.imworldusa.com

IT Roadmap
June 18
Boston
A Network World event
www.networkworld.com

Red Hat Summit
Produced by IDG World Expo for Red Hat
June 18-20
Boston
www.redhat.com/summit/2008

IT Executive Forum
A Computerworld/InfoWorld event
June 24
Chicago
www.itexecutiveforum.com

Digital Marketplace
IDC's Asia/Pacific Web 2.0 Conference 2008
June 24
Singapore
www.idc.com

IT Roadmap
July 16
Atlanta
A Network World event
www.networkworld.com

LinuxWorld Conference & Expo
Aug. 4-7
San Francisco
www.linuxworldexpo.com

Next Generation Data Center
Aug. 4-7
San Francisco
www.ngdcexpo.com

IT Roadmap
Aug. 12
Seattle
A Network World event
www.networkworld.com

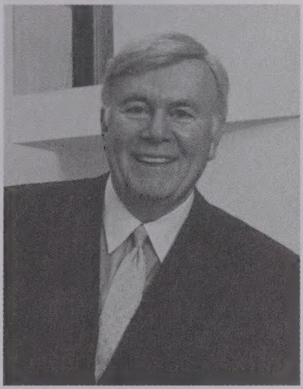
Business Intelligence Perspectives
A Computerworld event
Sept. 8-10
Phoenix, Ariz.
www.biperspectives.com

More listings on the Events page of IDG Central.

the interview

one on one

Pat McGovern
The chairman of IDG is this week's columnist. Reach him at patmcgovern@idg.com.



> *"Each IDG business unit should be actively involved in identifying how their audiences want to get mobile access to their information services."*

Employees are encouraged to send suggestions for columnists they would like to see on this page. All questions will be passed along anonymously. Write to world_update@idg.com.

Q Can you share how IDG's operating profits in the first half of FY08 (October 2007 to March 2008) compare with the first half a year ago?

A IDG had an operating profit increase of 35% in the first half of FY08 compared to the first half of FY07. Congratulations to Computerworld, InfoWorld, IDG Connect, Corporate Sales, List Services, IDG Czech Republic, IDG Sweden, IDG U.K., IDG Norway, IDG India and IDC Insights. Each of these business units had a profit increase of more than 35% in the first half of FY08 compared to the first half of FY07.

Q What is your view of the social networking sites in the business world?

A People doing the same job function have always had a strong interest in sharing experiences, best practices, career objectives and success stories. In the Middle Ages, craftsmen joined together in guilds where they would socialize, negotiate working assignments with customers and participate in career development activities. IDG's BtoB brands offer Web sites and events that support this type of peer-to-peer activity. For example, CIOs share their career experiences at the CIO.com Web site and at CXO Media-sponsored events. They also have an intense peer-to-peer interaction as members of the CIO Executive Council. NetworkWorld.com and Network World events provide similar services to networking professionals. It is important for the success of all of IDG's BtoB brands that they provide such a strong networking service for the job functions that they support. The large social networking sites, such as MySpace and Facebook, offer a one size fits all approach, which I believe in the long run will be fractionated into more specialized networking sites that fit the specific interests of the group involved such as a sport, a music genre, travel, etc.

Q What are the biggest long-term opportunities for IDG in the online space?

A Access to the Web will increasingly move from a laptop to a mobile device where it will be with the user 24/7. By 2020, over 3 billion people will regularly access information via their mobile device. Many of the information services that they receive on their mobile device will be paid for by subscription, billed and collected by the wireless carrier. This will greatly increase the revenue we receive from the users of our information. Each IDG business unit should be actively involved in identifying how their audiences want to get mobile access to their information services. Then they should continuously add new features and functions to the information services they offer so that mobile users will find IDG information easier to access, more flexible to use and more timely and reliable than that of competitors.

Q You recently returned from Abu Dhabi and Dubai. What is your sense of the opportunities for IDG in the Middle East?

A IT spending in the Arab world is increasing 15% a year compared with 3.5% in the U.S. this year. The rising cost of oil is concentrating large amounts of wealth in this region. IDG is in the process of acquiring its local licensee, CPI, so that IDG Dubai will be a wholly-owned subsidiary and serve as a platform from which we can expand our information services and events in the Emirates as well as to the entire Arab-speaking world.

Q What is IDG doing to support the recovery and building effort in China following last month's devastating earthquake?

A **Hugo Shong**, the head of IDG Asia/China, was one of the Olympic torch bearers in China. His run of 100 meters occurred on May 14, just two days after the earthquake. He has organized a global effort to raise funds to help China recover from the earthquake by asking people to sponsor the runs of individual torch bearers. Those who would like to sponsor Hugo Shong's run at $1 a meter, $10 a meter, $100 a meter, etc. can contact **Karen Ren** (karen_ren@idg.com.cn) for more details.

Q There was an article in the *New York Times* recently that said newspapers and magazines in some developing countries are growing while they are typically losing advertising and readers in the U.S. and Western Europe. Do you see that trend with IDG titles in developing nations?

A Yes. For example, in India the market for print newspapers and magazines continues to grow rapidly, and our print publications are experiencing strong growth there. In fact, we recently launched Windows World, a new monthly magazine for that market. In China, where we publish 22 consumer magazines under agreements with the world's leading consumer publishers, we see strong growth in subscriptions and single-copy sales and in advertising. When Internet access begins to reach more than 20% of the population in a country, then we begin to see a slowdown in the growth of the revenue from print publications and a corresponding increase in revenue from our online services. WU

PC för Alla softens price hike with donation to U.N. initiative

Newsstand buyers purchase more copies than expected; gift grows to $25,000

CHRISTOPHER LONEBERG

*PC för Alla Editor-in-chief **Fredrik Agren** (l) presents a check for $25,000 to Bonian Golmohammadi, secretary-general of the United Nations Association of Sweden. The money will support a renewable energy project in Tanzania.*

One year ago, Sweden's PC för Alla tied a financial need to raise its cover price to an issue of growing social concern. Twelve monthly issues later, newsstand sales for the period exceeded expectations and the PC för Alla team was able to make a sizeable donation to help bring a renewable energy project in Tanzania to reality.

Last May, hit with decreasing newsstand sales and increased online competition, staff at PC för Alla knew they needed to raise the publication's cover price. For months they had been fielding questions from readers concerned about various aspects of technology's impact on the environment. Some of the questions, such as those related to how to recycle electronics, alternate sources of power for computer equipment and vendors' wasteful use of materials in packaging their products, resulted in articles that ran in PC för Alla, Editor-in-chief **Fredrik Agren** explained.

TEST: BÄSTA MOBILERNA FÖR MUSIK, FOTO OCH FILM!
MÅNADENS 50 BÄSTA SAJTER
PC FÖR ALLA .se
Test: Så bra är de nya minidatorerna!
7 PRISVÄRDA KAMEROR
Digital-tv
– vi testar sommarens digitala från 2 000 kronor!
"Enkelt råna en nätbank"
Så mycket ström drar dina prylar
Skola! Steg för steg: Så uppgraderar du din
BÄRBARA PC
KÖP PC FÖR ALLA – BLI EN
MILJÖHJÄLTE!
(En krona per tidning går till FN:s miljöprojekt)

Each of the last 12 issues carried this UN logo on the cover urging consumers to "Buy PC för Alla — become an Environmental Hero!"

To make the price increase more palatable to readers, the staff decided it would donate a portion of the increase to an organization working to protect the environment. They settled on the United Nations' Global Facility Environment Project, which supports renewable energy projects around the world. "I had only one stipulation," Agren said, "And that was that our contribution would go to an environmental project of some sort since that is what our readers expected their money was going to support. I was briefed on this renewable energy project in Tanzania and thought it sounded perfect for us."

The price increase — 5 Swedish Krona (US$0.70) which brought the cost to $9.00 an issue — became effective with the May 2007 issue. Simultaneously, PC för Alla announced that it would donate 1 Krona ($0.15) for each issue sold on the newsstand to the UN project in Tanzania. Each issue of PC för Alla carried a blue U.N. logo on the front and urged consumers to "Buy PC för Alla — become an Environmental Hero!"

When the idea was conceived, Agren said he was confident PC för Alla readers would embrace the program and predicted they might be able to present the U.N. with a check for somewhere between $10,000 and $15,000. However, he underestimated, by a substantial margin, just how well the idea would work. Earlier this month, Agren met with the secretary-general of the United Nations Association of Sweden, Bonian Golmohammadi, and presented him with a check for $25,000.

An article on the PC för Alla Web site describing the effort and its result has drawn a great deal of traffic as well as some very positive comments from readers, Agren noted.

Agren said that for now, they have halted the donation program. "We have to make plan as well, so, at the moment, cannot send extra coins away." However, he said, "we will of course repeat this success in the future since it builds our brand and at the same time helps us motivate the cover price in times of tougher newsstand sales."

For more information, contact Fredrik Agren at fredrik.agren@idg.se.

National vs. regional events

According to Computerworld VP, Event Marketing and Conference Programs **Derek Hulitzky**, putting together a regional event instead of a national one was "different, and both have unique — and sometimes opposite — challenges."

An event with an intended local audience draws attendees because they relate to hearing from and networking with executives in their region and in catching up with their peers.

"At the same time," he said, "to generate a solid volume of qualified attendees, we know we need to plan for 40% to 50% attrition, as it can become easy for a registrant of a local event to opt out of the event the morning of for a variety of explainable reasons. So the challenge becomes generating attendance and curbing attrition with incentives and compelling content."

CW, IW event

continued from page 1

"This event's success was the result of a number of efforts from both the InfoWorld and Computerworld teams," said **Jill Martay**, Infoworld Events VP. "Both groups brought forth a number of great ideas, and we realized the benefit of collaboration on best practices in the finished product. And SIM was just thrilled that Computerworld and InfoWorld were collaborating. They particularly liked how we could secure some of the Computerworld Premier 100 IT Leaders as presenters and attendees."

Collaborating was "probably our biggest great idea," Hulitzky said. The groups were faced with a couple of event challenges — "good ones," he noted. The first was a short lead-in time to the event date. The second was SIM, "a coveted partner that brought great contacts and endorsement to the program, along with a need to flavor the agenda and much less experience with event production."

Relationships, experience keys to success

InfoWorld brought the relationship with SIM to the table, along with operational and audience development capabilities. Computerworld had the expertise in quickly building an agenda based on desired topics from CIO members of SIM and quickly securing some widely recognized CIO speakers from the tri-state region.

"Three presenters, including the first keynote speaker, were among Computerworld's Premier 100 IT Leaders," Hulitzky said, "and one of them has been recognized by the Computerworld Honors Program." Tennant emceed the program, and CW Executive Editor, Events and National Correspondent, **Julia King** moderated a panel of Computerworld Best Places to Work representatives and delivered a presentation of research findings showing what's on the minds of the Premier 100.

Martay said the two groups started working on the event in January. "Working across both business units made the entire project more efficient and less time-consuming," she said. "Our mentality was to divide and conquer."

The invitation-only forum drew more than 400 attendees from Computerworld, InfoWorld and SIM databases targeting the most senior-level IT executives and users in the region. Also invited were SIM members.

Among the speakers were Jim Onalfo, deputy commissioner and CIO, New York Police Department; Chris DiFiglia, managing director, principal, Bear Stearns; John Walker, executive director, IT, Verizon Wireless; and Yuri Aguiar, CTO, Ogilvy Worldwide.

*(L-R): Computerworld Executive Editor, Events and National Correspondent **Julia King**; Computerworld VP, Event Marketing and Conference Programs **Derek Hulitzky** and InfoWorld Events VP **Jill Martay**.*

The program concluded with the Tri-State CIO Forum Best Practices Awards Ceremony, which was developed and managed by Computerworld and InfoWorld. "An awards ceremony has many benefits," Martay said. "It recognizes key user organizations relevant to the event's content. It creates goodwill among users who appreciate that Computerworld and InfoWorld recognize IT excellence. And, whenever possible, we secure a sponsor for the awards program."

"The event was superb and directly reflected many of the topics we struggle with ourselves in our company," said Ursuline Foley, CIO, XLReinsurance. "There was clearly a huge amount of planning and coordination that went into this event, and a terrific job was done to make it a success."

"The Tri-State CIO Forum is an example of how we successfully pooled our capabilities to make one plus one equal three," Hulitzky said. "The end result of bringing two strong brands together added up to a greater result than just two. Separately, each represents one brand, but combining their strength creates the power of three."

For more information go to http://www.infoworld.com/event/tristatecioforum/index.html or contact Derek Hulitzky at derek_hulitzky@computerworld.com or Jill Martay at jill_martay@infoworld.com. WU

Tri-State Forum by the numbers

- 626 pre-registered attendees.
- 406 attendees verified on-site.
- 261 attendees were end-user executives.
- 130 top-tier CIOs, guest speakers and sponsors attended a dinner the night before the forum with a keynote by Forrester CEO and Chairman George Colony.
- Seven sponsors partnered with Computerworld and InfoWorld for the event, five of which were not previous advertisers with InfoWorld.

noteworthy people

New employees

PETER SHORT

Lux

Previously an inside sales representative with Prime Time Sports, **Vanessa Lux** joins IDC Framingham's Industry Insights groups as a client service representative. She holds a B.S. in information design and corporate communications from Bentley College in Waltham, Mass., and enjoys yoga, basketball and cooking. *vlux@idc.com*

Yun-Hwa Choi joins IDC Korea's Consulting team as a senior market analyst. Before coming to IDC, he worked for France Telecom Seoul as a researcher focusing on the IT and telecommunications markets in Korea and was involved in account management of local OEMs, carrier operators and content providers. He holds an M.S. in electrical engineering from the University of Southern California in Los Angeles and is currently working toward a Ph.D. in electrical and computer engineering from the University of Florida. *yhchoi@idc.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

IT Drilldown

continued from page 1

The editorial and case studies on the microsite were put together by CIO staffers and freelancers, under the direction of Technology Editor **Laurianne McLaughlin**. CIO.com editors compiled and ranked virtualization vendors in the Vendor Matrix. Content from CIO's sister sites also proved to be an important part of the content strategy. Other key contributors included VP, Online Sales **Brian Glynn**; Senior Online Producer **Joe Nguyen**; Online Producer **Jen McCarthy** and Lead Web Designer **Presh Costales**.

> *"Technology, production, sales and editorial were equal collaborators on the project. This is the way of the online business world."*
> *— Martha Connors*

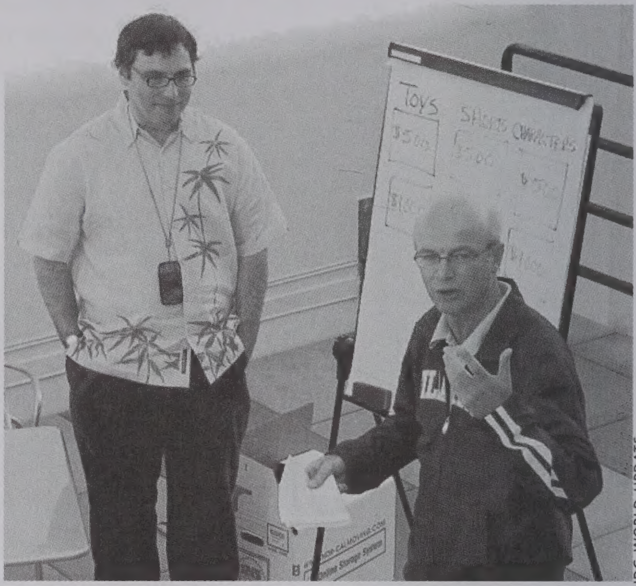
"Technology, production, sales and editorial were equal collaborators on the project," Connors said. "This is the way of the online business world."

Asked how the sales team sells IT Drilldown to clients, Glynn said, "It's a natural part of the conversation when educating clients with regard to the technology priorities of IT executives. Virtualization remains a key enterprise initiative, and vendors want to create awareness, education, lead-generation opportunities around the topic."

This first IT Drilldown is currently being tweaked and improved and will be a template for other technology-focused areas at both CIO.com and CSOonline.com, according to Connors. "We expect this to be a big push for FY09," she said.

For more information contact Martha Connors at mconnors@idgenterprise.com.

Harry McCracken says good-bye, plans to launch technology site


IDG WORLD UPDATE

*PC World Editor **Bud McLeod** (r) tells a few tales of departing PC W VP/Editor-in-chief **Harry McCracken**'s 14-year career at the magazine at a going away party last week.*

Harry McCracken joined PC World in 1994 as an associate editor. Ten years later he became VP/editor-in-chief of the San Francisco-based publication, overseeing all editorial, product testing and community efforts for PC World and PCWorld.com. He leaves this month to build and launch his own technology site (http://blogs.pcworld.com/techlog/archives/006938.html). Earlier this year McCracken won American Business Media's annual Timothy White Award, which recognizes an editor whose work displays superior courage, integrity and passion.

Pets of IDG Nation, united

*Bila, who spends time at the IDG Switzerland office with PCtipp & Digital Living Editor **Simone Roevens**, settles in for a power nap, Go to www.idgcentral.com to check out the assortment of employee pets displaying their (owners!) IDG pride. Thanks to everyone who submitted photos.*

Survey winners get $50 gift cheques

The World Update/IDG Central editors thank everyone who participated in the recent readership survey. Congratulations to the following employees who won $50 American Express gift cheques in the random drawing: **Donald Best**, IDC; **George Burton**, IDC; **Sean Callaghan**, Enterprise Services Group; **Jarina D'Auria**, CXO Media and **Andrew Glassock**, IDG Australia.

service nniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

23

Walter Kainz *IDG Germany*
Rudolf Schuster *IDG Germany*

22

Martin Hingley *IDC U.K.*

21

Susanne Kratoschka *IDG Germany*

17

Noboru Masuda *IDG Japan*

16

Marlene Buschbeck-Idlachemi *IDG Germany*

14

Jose Manzoni *Now! Digital Business Ltda.*

13

Mans Klockar *IDG Sweden*
ryn Bousquet *IDC*

12

Sandrine Gissinger *IT News Info*

11

Jacek Dudzinski *IDG Poland*
Gabriele Dineiger *IDG Germany*
Klaus Maurer *IDG Germany*

10

Izabella Milke *IDG Poland*
Yukari Nakayama *IDG Japan*

9

Niels Veileborg *IDG Denmark*
Linus Lai *IDC Malaysia*
Simone Bos *IDG Netherlands*
Shunsuke Murahaski *IDC Japan*
Karen Funk *IDG Germany*
Verena Ottmann *IDG Germany*
Christine Vetter *IDG Germany*
Dawn Schartner *IDC*

8

Nathaniel Martinez *IDC U.K.*
Panagiotis Kolokythas *IDG Germany*
Chris Barnard *IDC Benelux*

Sonia Codispoti *Nuov@Periodici Italia*
Melinda Lejano-Manasan *IT World Canada*
Tamae Hamaya *IDG Japan*
Horst Ellermann *IDG Germany*
Luisa Melo *IDG Spain*

6

Tomas Jirasko *IDG Czech*
Sascha Mutschler *IDG Germany*

5

Bo Nordlin *IDG Sweden*
Björn Olsberg *IDG Sweden*
Satoshi Matsumoto *IDC Japan*

4

Melissa Chau *IDC Singapore*
Elizabeth Enriquez *IDC Mexico*
Fabian Siegismund *IDG Germany*
Daniel Matschijewsky *IDG Germany*
Katie Leo *IDC*
Margaret Murray *IDC*
Suzanne Newton *IDC Insights*
Anne Campbell *IDG U.K.*

3

Antonio Martinelli *Nuov@Periodici Italia*
Olivier Ferger *IDC France*
Robert Redgate *IDC U.K.*
Gisella Akamine *IDC Brazil*
Andre Quintiliano *Now! Digital Business Ltda.*
Karen van Velzen *IDG Netherlands*
Richard Shim *IDC*
Ryan Patterson *IDC*
Erin Brennan *IDG Human Resources*
Miguel Palamero *IDG Spain*

2

Jakob Møller Larsen *IDG Denmark*
Ricky Mak *IDC Canada*
Brian Howden *IDC Canada*
Leon Xiao *IDC China*
Wetjaree Pattarapatikam *IDC Thailand*
Lukasz Bigo *IDG Poland*
Maidy Montoro *Now! Digital Business Ltda.*
Egbert van Sterkenbrug *IDG Netherlands*
Loth Eva Hammar *IDG Sweden*
Jennifer Lewis *IDC*
Abigail Swabey *IDG Australia*
Cristina Diaz *IDG Spain*

1

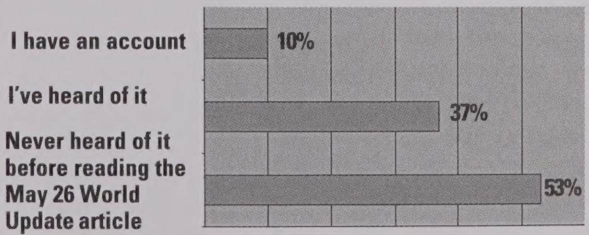
Maibritt Møller *IDG Denmark*
Millena Nemec-Poncik *IT News Info*
Péter Halász *IDC Hungary*
Maxine Cheung *IT World Canada*
Rafael Ruffolo *IT World Canada*
Ying Zhang *IDC China*
Saae Soon Quah *IDC Malaysia*
Rudi Hefer *IDC New Zealand*
Caua Wingeter *Now! Digital Business Ltda.*
Guilherme Oliveria *Now! Digital Business Ltda.*
Masato Kaneko *IDG Japan*
Christopher Whitehouse *IDG Global Solutions U.K.*
Daniela Kloeckner *IDG Germany*
Sascha Neubacher *IDG Germany*
Rene Schmoel *IDG Germany*
Lars Wittler *IDG Germany*
Carla Johann *IDG Germany*
Scott Langdoc *IDC Insights*
Alex Lincoln *IDG U.K.*
Siobhan Chapman *Computerworld U.K.*
Tatiana Caeiro *IDG Spain*

IDG and IDC Japan employees celebrate 10th anniversaries with IDG Chairman Pat McGovern

(Front, l-r): ***Hiroko Ito****, sales staff, IDG;* ***Yukimi Chiba****, assistant sales manager, IDG;* ***Yoshiko Mimura****, editorial assistant, IDG;* ***Rumi Nakano****, delivery senior specialist, IDC Japan. (Back, l-r):* ***Ryuta Nasukawa****, editor-in-chief, IT Architect, IDG;* ***Satoshi Yoshida****, editor-in-chief, Network World, IDG;* ***Hideki Kojima****, ad sales manager; IDG;* ***Masaaki Moriyama****, group director, IDC Japan; IDG Chairman* ***Pat McGovern****; Junichi Saeki, research VP, senior IT analyst, IDC Japan;* ***Nobuo Iehara****, manager, expo sales marketing, IDG;* ***Shigeru Nakabayashi****, ad sales manager, IDG;* ***Junya Onuma****, editor-in-chief, Windows Server World, IDG;* ***Yasuhiro Watanabe****, sales manager, media planning, IDG;* ***Michito Kimura****, senior market analyst, IDC Japan. Other anniversary celebrants who were unable to attend:* ***Jun Kawahara****, editor-in-chief, Computerworld;* ***Naoyuki Sakai****, senior staff editor, IDG, and* ***Toshiyuki Higuchi****, assistant manager, ad sales, IDG.*

Question of the Week results for May 26

How much do you know about Twitter?



Log on to www.idgcentral.com to vote on this week's question: **If you had to leave home with just one item, what would it be?**

celebrating 10!

Name
Tom Hoffman

Home
Warwick, N.Y.

Joined Computerworld
March 1992 as Mid-Atlantic Bureau Correspondent

Career path
Mid-Atlantic Bureau Correspondent, Senior Editor, Online News Editor, Business Features Editor, Business Editor, Editor at Large, National Correspondent.

Current title
National Correspondent. I primarily write feature stories concerning C-level issues, including staffing, budgeting, alignment, governance, etc.

Best part of your job
Working with so many talented people.

Job perk
Being able to telecommute and spend more time with my kids.

Latest accomplishment
I recently co-chaired an IT financial management conference in Orlando, Fla.

Memorable work moment?
There have been so many! But I'll share my less-than-glorious 15 minutes of fame during the run-up to Y2K.

CW's PR firm at the time arranged for me to serve as a guest commentator on ABC Radio Networks in their Manhattan studios on Dec. 31, 1999, to analyze any Y2K-related issues that might crop up as countries entered the new millennium across the world. I was asked to track wire service and other reports and provide hourly updates beginning that afternoon and on January 1. We started with Australia, but there wasn't much happening there. As the day wore on, it became increasingly obvious that Y2K might ultimately turn into a non-event.

After a few hours, one of the anchors asked me on air whether there was any news to report. "Well, uh, Steve, there's an ATM network that's down in Nepal. But it's too soon to tell whether it's Y2K-related." When the date change occurred uneventfully throughout Russia — a country that was expected to be particularly vulnerable to date-related malfunctions — I sensed that my radio gig was about to hit the skids. The producer sent me packing by 7 p.m. that night and advised that I call them the next morning to see if I'd be needed (which I wasn't). At least that left me enough time to ring in the new millennium with my family on Long Island.

*Computerworld's **Tom Hoffman** (l) was the guest of IDG Chairman **Pat McGovern** at a dinner at New York's Four Seasons Restaurant in celebration of his 10 years of service to the company.*

I joined IDG because...
I was impressed by the quality of journalism at CW.

View from my work space
The majestic Wawayanda Mountain range, located just over the border in northwestern New Jersey.

Family
My wife Lauren Hoffman (formerly with InfoWorld sales) and I have three children: Alison, 12; Brian, 10 and Caroline, 5. In case anyone was wondering, we didn't intentionally give them ABC names. It just worked out that way.

First job?
Towel boy at a posh Long Island golf club ("Oh, towel boy!")

What it taught you?
To study hard and try to make something of myself.

Favorite celebrity encounter
Strolling down 57th St. in Manhattan in the late 1990s with my wife and walking past comedian Jackie Mason with a six-foot blonde on his arm.

Your last meal would be
Undigested.

Manager's profile
"Tom is good at schmoozing with CIOs and coming back with the big story. He's a master of the case study, a long-time observer of the IT career field and an expert on IT financial management. Tom has a can-do spirit that makes him a pleasure to work with."

— Mitch Betts, executive editor, Computerworld

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Fredrik Agren *IDG Sweden*
Martha Connors *Online Publishing Group*
Amy Dion *InfoWorld*
Derek Hulitzky *Computerworld*
Jill Martay *InfoWorld*
Yukari Nakayama *IDG Japan*
Kim Nash *CXO Media*

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 Web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG also publishes more than 300 magazines and newspapers in 85 countries. IDG's media brands include CIO, CSO, Computerworld, GamePro, InfoWorld, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, Entertainment for All Expo (E for All), Storage Networking World and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events. More details at http://www.idg.com.

IDG WorldUpdate

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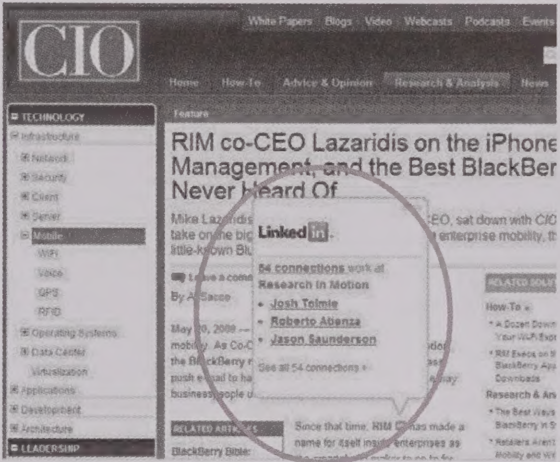
WWW.IDGCENTRAL.COM

CIO/LinkedIn partnership enhances audience connections

CIO.com is the first IT media brand to partner with LinkedIn to offer its audience several new services that will enhance their ability to connect and network with peers. The initial offerings include Company Insider, Job Insider, an events networking feature, and a CIO Group on LinkedIn.

Company Insider allows readers to see existing connections to individuals working for companies covered in articles on CIO.com. By clicking on the small blue "in" icon next to key company names, readers will see a list of their first, second and third-degree LinkedIn connections who are employees at that company. Editors select which companies merit the treatment on a story by story basis. According to **Abbie Lundberg**, CIO editor-in-chief, "editors put company names in the keyword field of their stories, as they always have. Producers take the first three and give them the link. We're now moving to an automated process where the first three company names go into a new separate field in the content management system, and the system automatically inserts the code."

> *"This partnership helps us reach more of our audience and enhances their networking by showing them with whom they're connected at the companies we write about and at the events we host."*
>
> *— Abbie Lundberg, editor-in-chief, CIO*



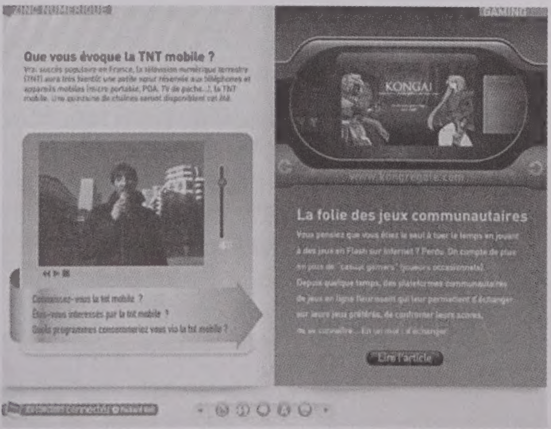
By clicking on the small blue "in" icon, readers can see a list of members of a featured company's LinkedIn network and connect with members who are in their own network through links in article pages.

Job Insider, which also uses the small blue "in" icon next to company names, allows users looking at a job advertisement on CIO.com to identify who

continued on page 5

Partner relaunches DigitalWorld.fr, creates custom e-book

IDG's joint venture partner in France, IT News Info, has charted new online territory for two of its products. It recently created an innovative e-book series as a custom publishing project for Intel and unveiled a major relaunch of the DigitalWorld site.


Que vous évoque la TNT mobile ?
KONGAI
La folie des jeux communautaires
Lire l'article

The Intel e-book, ConnecteLive, includes a number of embedded videos, including one about mobile devices with person-on-the-street interviews.

For the past three years IT News Info had published Intel's Connecté magazine, a quarterly title that introduced Intel's brand strategy around digital entertainment to the consumer market. The quarterly magazine was inserted into Digital World magazine and a magazine from the Le Monde Groupe and had a circulation of more than 800,000.

This year Intel accepted IT News Info's proposal to drop the magazine, showcase Intel's digital savvy, and create an "e-book," www.connectelive.fr. The Web site, which went live in March, opens to a book-like format, in which pages turn as the reader browses the content of more than a dozen chapters and several Intel ad pages. Some chapters include embedded videos, and the content topics include green IT, mobile devices, games, news, a focus on laptops and a report on a digital media artist. Visitors can send e-mails to Intel with comments about the site and, as part of the lead-generation process,

continued on page 4

Inside this issue

New IDG Central content tags lead to InfoCenters *page 2*

One on one: IDG Global Solutions' Michael Mullaney *page 3*

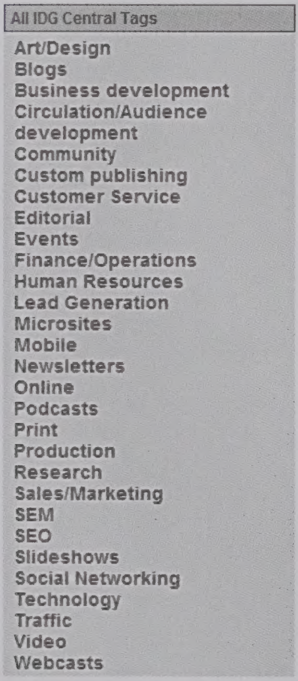
Employee blog: Check out the new post on widgets on Mobile Alert *page 6*

25th annual IDG Employee Photo Calendar Contest is under way *page 8*

IDG Central InfoCenters lead visitors to content of interest

Now there's a more efficient way for employees to keep up with innovative programs and creative approaches IDG business units are taking in almost 30 areas, including business development, events, custom publishing, newsletters, social networking and video.

A collection of IDG Central InfoCenters is a new feature, currently in beta mode, on the company's intranet, IDG Central (www.idgcentral.com). Recent articles and Q&A interviews from World Update, postings on the Best Practices Exchange and content from other parts of IDG Central, such as company meeting presentations and employee blogs, have been assigned category tags.



All IDG Central Tags

- Art/Design
- Blogs
- Business development
- Circulation/Audience development
- Community
- Custom publishing
- Customer Service
- Editorial
- Events
- Finance/Operations
- Human Resources
- Lead Generation
- Microsites
- Mobile
- Newsletters
- Online
- Podcasts
- Print
- Production
- Research
- Sales/Marketing
- SEM
- SEO
- Slideshows
- Social Networking
- Technology
- Traffic
- Video
- Webcasts

The InfoCenters page can be found under the Corporate News tab on IDG Central's home page. Visitors can click on the podcasts tag, for example, and find a variety of relevant content, including how-to tips on monetizing podcasts (Best Practices Exchange), an article about InfoWorld's internal sales training podcasts (World Update) and a case study presentation about IDG Australia's CIO Live program (IDG Global Meetings).

Visitors can also click on tags that appear with the individual World Update articles and other IDG Central content and be automatically directed to that topic's InfoCenter. The tagging process is an ongoing effort that's being handled by the staff of IDG World Update

Send any comments or suggestions regarding the InfoCenters to idgcentral@idg.com.

Fast fact

In a recent IDC survey of more than 1,500 U.S. households, people who cut the cord cited the cost of keeping both landline and wireless as the No. 1 reason for giving up landline telephone service.

Although the number of customers without a landline has increased every year since 2004, the number of customers who've never subscribed to landline more than doubled from 2007-2008. Currently 16% of the U.S. population does not have a landline.

Souce: Why, When, and Who Cuts the Cord: Landline Displacement Survey Data (IDC report)

IDG China's Hugo Shong calls on fellow Olympic torch bearers to support earthquake relief fund

IDG China President & CEO **Hugo Shong** has issued a worldwide appeal to all 21,880 Olympic torch bearers to join in donating to a newly established fund that will assist survivors of the devastating earthquake that rocked Sichuan Province on May 12. Shong, who himself participated as a torch bearer, issued his call for donations to the Olympic Torch Bearer Earthquake Relief Fund, which he helped to establish, just after finishing his portion of the relay in Ruijin, Jiangxi Province.

*IDG China CEO **Hugo Shong** used his turn as an Olympic torch bearer to create a fund for earthquake survivors.*

"We appeal to all 21,880 torch bearers across the globe to join us in donating to the Olympic Torch Bearer Earthquake Relief Fund," Shong said. "By holding the torch high, we hope to convey our sincerest wishes for good fortune and blessings upon all the people in the earthquake areas."

The death toll from the earthquake had hit 68,516 by May 29, according to the Information Office of the State Council. A total of 365,399 people were injured and 19,350 others were missing in the 8.0-magnitude quake, as of that date.

So far, IDG China, IDGVC Partners and China Computerworld Publishing and Servicing Group have donated 2,554,700 yuan (approximately US$364,957). Members of the China Venture Capital Association, for which Shong serves as the chairman, have also donated 3,235,294 yuan (approximately US$462,185).

Employees interested in contributing directly to the Chinese fund may use the contact information below. Note: your bank may charge an additional fee for this transaction.

Account No.: 7112111482600000209
Name: China CITIC Bank
Beijing Jiuxianqiao Sub-Branch
C&W Tower No. 14
Jiuxianqiao Street
Beijing, China 100016
Swift Code: CIBKCNBJ100
Tel: 86-10-64319780

You can also make an online donation and designate that your gift be used to assist survivors of the China earthquake at www.redcross.org.

For more details about the Olympic Torch Bearer Earthquake Relief Fund contact Karen Ren at karen_ren@idg.com.cn.

the interview

one on one

Michael Mullaney
IDG Global Solutions' vice president for the U.S. and APAC is this week's columnist. Reach him at michael_mullaney@idg.com.

> *"Our job is to make it as easy as possible for vendors/agencies to do business with IDG, and we work to provide a seamless offer to global clients whilst highlighting IDG's local differences and unique selling propositions."*

Q What are your day-to-day responsibilities, and how do you divide your time between U.S. and Asia/Pacific concerns?

A I'm responsible for IDG Global Solutions' (IGS) sales and operations in the U.S. and APAC. IGS has 13 offices worldwide and delivers marketing programs to vendors and agencies by adding value to all of IDG's offerings on an international basis. I'm based in our Boston/Framingham office, having relocated from Singapore in September last year. I divide my time proportionate to the revenues and opportunities from each region. From an IGS perspective, the U.S. is a very large market, whilst there is huge potential from our APAC operations.

Q Do you find most clients/agencies recognize the importance of online advertising, or is a lot of education involved?

A Whilst online advertising has become very important to IDG across the U.S., EMEA, Latin America and APAC, there are large differences internationally in the measurements and standards used. It is still common in a lot of APAC markets for media owners to sell online inventory on a time basis only (i.e banner ads sold on a per day, per week or per month basis). U.S.-based advertisers expect more measurability on their investment, with cost per impression and cost per lead programs prevalent.

Our job is to make it as easy as possible for vendors/agencies to do business with IDG, and we work to provide a seamless offer to global clients whilst highlighting IDG's local differences and unique selling propositions. We work with IDG offices to modify what works well for them locally into something that fits into both the strategies and the metrics needed by an international vendor/agency.

Q How are you helping IDG sales teams in the U.S. expand their client offerings to include global programs?

A From its inception 26 years ago, IGS has worked with the IDG U.S. sales teams on programs that include an international element. This collaboration gives IDG in the U.S. the opportunity to pitch for budgets that may not be available to them if they were only to sell a U.S.-focused program or initiative. It also allows IGS U.S. to expand on some of the great initiatives being undertaken by IDG in the U.S. for the greater benefit of IDG internationally. By working with IDG's U.S. sales teams we have many examples of joint wins from clients such as Microsoft, BMC, HP, IBM, SAP, Nortel and Novell. Since the total available budget is bigger than just the U.S.-only component, it gives IDG overall more revenue opportunity. It also sets IDG U.S. above the domestic competitors who only have a client's U.S. budgets to aim for.

Q How are large fluctuations in global exchange rates affecting IGS' — and IDG's — business?

A The U.S. dollar has weakened considerably in the past year against most other currencies. The U.S. dollar/Euro exchange rate has shifted by 25% in the past 18 months, which means a U.S.-dollar budget when spent internationally has only 75% of the buying power it did and the cost of IDG's non-U.S. media is now much more expensive when converted into U.S. dollars. Despite this fluctuation we've managed to grow our revenue. IGS U.S. is currently 28% ahead of full-year plan.

Q What trends are you seeing in terms of how customers' global, regional and local marketing budgets are changing?

A Some years we've seen anything up to a 40% turnover of our customer base. This "customer churn" happens primarily as a result of the continual shift in clients' budgets, which cycle regularly between global, regional and local planning/buying models. Additionally, it is now more important than ever for us to diversify and expand our contact base within a client. In companies like HP, for example, there are not only budgets on all three levels (local, regional and global), but they lie with both product marketing teams as well as traditional corporate marketing teams.

Q Does IDG derive any benefits from a client that has centralized marketing activities?

A With a combination of central and local relationships, IDG is often able to access budgets that wouldn't otherwise be available or before our local competitors have a chance to pitch for it. Collaboration at a central/local level also gives IDG a great competitive advantage since we have no global competitor able to offer such a broad range of media.

Q What trends have you seen in how your revenues typically split across print, online and events?

A In terms of budget allocations, centrally booked campaigns tend to involve those marketing programs that are deemed most strategic for a client,

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IT News Info

continued from page 1

recommend the site to friends. Six issues of the e-book will appear in 2008; the first has attracted 740,000 unique visitors and 8,200 subscribers. Subscribers are notified when the new book is posted. In the near future, subscribers may receive additional information targeted to interests they specify.

DigitalWorld.fr relaunches

The IT News Info team spent three months completely rebuilding www.digitalworld.fr, aiming to change it from a "really basic" site to a "trendy digital entertainment portal that covers home, mobile and lifestyle topics," said Managing Director **Jean Royné**. The site debuted March 10 with a powerful price-comparison tool, the largest database of digital products in France, more news, guides and test comparisons than before and new features that include a "gift machine" that helps users choose presents by designating demographic and price preferences, a games section, video programs, cartoons and newsletters.

A subset of the IT News Info staff took time for a quick photo. From left: ***Eric Herreo, Yves Grandmontagne, Denis Poillerat, Serge Leblal, Marie Baudry, Marien Ziller, Fabrice Alessi, Aromi Rajon, Hélène Fily, Didier Barathon, Stéphane Dufresne, Corinne Huron, Stéphanie Boidin Dupire, Bertrand Lemaire, Emmanuel Delsol, Veronique Arène, Olivier Rafal*** *and* ***Jean Royné****.*

Royné said DigitalWorld.fr does not have any true competitors, as some are more PC-centric sites for IT experts or tech-savvy users and others are generalist media Web sites that include news about digital products. DigitalWorld.fr focuses on the discovery and mastery of digital products and serves as a portal between the PC environment and the digital world for a wide range of users.

The innovations have struck a chord with the audience, as the site had 750,000 page views in April, up from 195,000 in April 2007. The team hopes to achieve one million unique visitors by the end of the year.

Over the next few months the site will introduce general and specialty forums (topics could be iPhones or a "digital coach" forum for beginners). Opportunities for user-generated content will move beyond the basics, such as posting comments, to include a video forum in which users can submit home-tests of products and tips and tricks videos.

Other plans include a Digital World "happy hour" in which the DigitalWorld team will invites readers to talk about new products at a local bar; the conversations will be videotaped and posted on the site.

Digital World magazine, launched in 2003, continues to be published as a bimonthly newsstand product with a circulation of 24,000. The magazine and revitalized site, along with the growing DigitalWorld database and fledgling event business — a partnership with AppleExpo this September — represent the brand's emergence as a cross-media platform and marketing services provider that can propose and create special projects, custom products and events for advertisers, Royné said.

Write to jroyne@it-news-info.com.

IT News Info at-a-glance

IT News Info Managing Director **Jean Royné**, who transitioned to the company late last year when IDG France was sold to Ad Think Media, IT News Info's parent company, was recently promoted to his current position.

He and Managing Director **Marc Lavigne Delville** co-manage the 30-person staff, with Royné based in Paris handling day-to-day operations and Delville based at Ad Think Media's home office in Lyon. Royné served as publisher of Digital World, and earlier as marketing manager, when it was owned by IDG France. He joined IDG France in 2000.

Royné

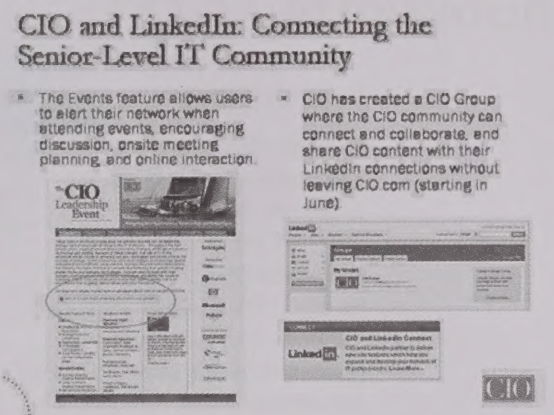
Delville

In addition to Digital World, IT News Info also produces CIO magazine and CIO-online.com and the Web sites LeMondeInformatique.fr, Reseaux-telecoms.net and Distributique.fr.

CIO

continued from page 1

> *"LinkedIn chose to partner with us because of the strength of the CIO brand and the relationship we have with a very influential and elusive target."*
> -- *Michael Friedenberg, president and CEO, CXO Media*



CIO and LinkedIn: Connecting the Senior-Level IT Community

- The Events feature allows users to alert their network when attending events, encouraging discussion, onsite meeting planning, and online interaction.
- CIO has created a CIO Group where the CIO community can connect and collaborate, and share CIO content with their LinkedIn connections without leaving CIO.com (starting in June).

CIO.com visitors can see who among their LinkedIn network is attending CIO-produced events. There are currently more than 800 IT professionals in the CIO Group on LinkedIn.

at the company may be a part of their network to aid in the search process.

The Events feature lets users learn who among their connections is attending CIO-produced events, and then provides the option to alert their connections that they are registering for an event. By facilitating interaction before, during and after CIO conferences, the events feature helps IT professionals maximize their event participation. Users' LinkedIn profiles can also be used to automatically populate CIO Executive Program registrations.

The CIO Group is an opt-in feature that will be promoted to qualified CIO readers and LinkedIn members as a place to connect and collaborate. Currently there are more than 800 IT professionals in the CIO Group, and CIO editors plan to facilitate discussions and foster connections among group members.

"Our partnership with LinkedIn is another extension of how CIO serves the evolving needs of the CIO community," said CXO Media President and CEO **Michael Friedenberg**. "Today, CIO is the leading innovator in fostering peer relationships enabled by the Web. LinkedIn chose to partner with us because of the strength of the CIO brand and the relationship we have with a very influential and elusive target."

"This partnership helps us reach more of our audience and enhances their networking by showing them with whom they're connected at the companies we write about and at the events we host," Lundberg said. "It also provides us with not just any old platform for pro-social networking in the future but the most well-established and trusted business network there is."

Although there has been some controversy among bloggers covering B2B journalism, reader response has been positive according to Lundberg. "People who have commented directly to me have been enthusiastic."

According to **Bob Melk**, CIO publisher, enthusiasm on the vendor side has been very strong. "Many vendor marketing teams are now instituting social networking mandates within their own organizations. Our partnership with LinkedIn is very innovative and showcases our leadership position with our customers. The additional elements of CIO's partnership with LinkedIn, to be announced over the coming months, will include some exciting opportunities to share with our vendor partners."

For more information, contact Sue Yanovitch at syanovitch@cxo.com. WU

Coming up

Infrastructure Management World
A Computerworld event
June 16-18
Washington, D.C.
www.imworldusa.com

IT Roadmap
June 18
Boston
www.networkworld.com

Red Hat Summit
Produced by IDG World Expo for Red Hat
June 18-20
Boston
www.redhat.com/summit/2008

IT Executive Forum
A Computerworld/InfoWorld event
June 24
Chicago
www.itexecutiveforum.com

Digital Marketplace
IDC's Asia/Pacific Web 2.0 Conference 2008
June 24
Singapore
www.idc.com

IT Roadmap
A Network World event
July 16
Atlanta
www.networkworld.com

LinuxWorld Conference & Expo
Aug. 4-7
San Francisco
www.linuxworldexpo.com

Next Generation Data Center
Aug. 4-7
San Francisco
www.ngdcexpo.com

IT Roadmap
A Network World event
Aug. 12
Seattle
www.networkworld.com

Business Intelligence Perspectives
A Computerworld event
Sept. 8-10
Phoenix
www.biperspectives.com

More listings on the Events page of IDG Central.

noteworthy people

Promotions

Macworld Senior Copy Editor **Sally Zahner** has been promoted to assistant managing editor. "Sally is a priceless gem," said **Sue Voelkel**, Macworld managing editor. "She started at Macworld about a year ago and dove in head first; she took on an incredible amount of work right away, threw herself into learning Macworld style and developed a great rapport with editors and the design team. What's more, she's fun and funny and smart. In her new post, she will manage our talented pool of freelance copy editors (a huge, yet rewarding, task) and edit the masthead, in addition to everything else she already does. She's the best — really! (When a copy editor uses an exclamation mark, she means it.)" *sally_zahner@macworld.com*

IDG WORLD UPDATE

Poff

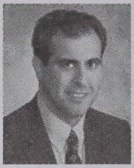
Curt Poff, Macworld online managing editor, has also been promoted; he is now senior Web producer. "Curt has proven himself a remarkably adept project manager and bridge between our group and other parts of the company," said **Jason Snell**, Mac Publishing VP/editorial director. "As senior Web producer, he will have continued responsibility for Macworld online projects as well as some new responsibility helping manage projects that jointly affect both Macworld and PC World. In this role he will still be serving Macworld but will also begin to get to know the editors at PC World and help out with broader projects that impact the company as a whole." *cpoff@macworld.com*

Macworld.com Editor **Jim Dalrymple** is now editor-at-large. "Jim has proven to be Macworld editorial's best ambassador in the field, whether it's traveling to meet with vendors, coming to Apple events in California or covering other trade shows around North America," said Jason Snell, Mac Publishing VP/editorial director. "Jim will continue working full-time for Macworld, traveling and covering breaking news, being a regular fixture at all Apple events, writing news analysis pieces and expanding his excellent coverage of music and audio content in print and online. Jim's blog entry on Macworld.com about recording his first record album was one of the month's most popular stories among Macworld readers. We see a lot of potential in covering the music and audio market, and Jim's going to be a major contributor to that effort." *jdalrymple@macworld.com*

New employees

Network World has hired **Gena Grossberg** as an account executive, a title she also held at her previous job in brand marketing solutions with Ziff Davis Enterprise. She holds a B.A. in communication arts with a minor in theatrical arts from Ramapo College of New Jersey in Mahwah, N.J. In her free time she enjoys travel, dance, hiking and her involvement with the Jewish Community Center in Manhattan. *ggrossberg@nww.com*

New at IDC Malaysia in Kuala Lumpur is **Tham Tsu-Ann**, associate market analyst with the A/P Consumer Markets group. She works with IDC's local consumer analysts, especially those covering MP3 players and home networking. A recent college graduate, she holds a B.S. in psychology from Australia's University of Melbourne. *tatham@idc.com*


DeCastro

Marc DeCastro joins IDC's Financial Insights division as research manager, Consumer Banking and Credit Practice. He was previously VP of MIS, eSolutions and Administrative Systems with Eastern Bank in Lynn, Mass. He holds a bachelor's degree in business in from Boston University, an M.B.A. from Boston College and is also a graduate of the ABA Stonier Graduate School of Banking at Georgetown University in Washington, D.C. Away from the office he enjoys spending time with his wife and two boys, ages 8 and 5, coaching youth athletics, fishing "and enjoying life with a new puppy." *mdecastro@financial-insights.com*

IDG Communications U.K. has hired **Sarah Willing** as a subscriptions marketing manager for PC Advisor, Macworld and Digital Arts. She was previously an acting subscriptions marketing manager with TSL Education, managing the acquisition and retention of subscriptions. She studied marketing through the U.K.'s Chartered Institute of Marketing and enjoys photography, cooking, home decorating and planning her upcoming wedding. *sarah_willing@idg.co.uk*

Send information for the Noteworthy section to world_update@idg.com.

New on IDG Central: Mobile Alert post

*IDG Management Associate **Olga Rybak** made a new post on the Mobile Alert blog she shares with IDG Communications EVP/Interactive **Colin Crawford** and IGS International Sales Director **Christina Briscoe**. An excerpt is below:*

Did you notice that this term – mobile widget —is appearing in tech news more and more often? It seems like every day I read about a new company working in this space. Mobile widgets are defined as mini-applications that gather specific information or content from the sites of your interest and push it to your mobile device.

Desktop widgets have been around for a few years now, gained a lot of popularity, but didn't bring too much financial return yet to their publishers and advertisers. Now that widgets are finding their way to the mobile phones, they may actually find their true match in the wireless devices: mini-applications for mini-screens.

Antti Oksanen from Finland was the first to mention mobile widgets in this blog in his comment to an earlier post. He said IDG partner Talentum is working with Nokia's Widsets, "device-agnostic (as long as it is Java-enabled) application to get Web content directly to a mobile screen without launching a browser," in Antti's words.

In addition to Widsets, there are BluePulse, Mywidz, Webwag, WidX and other platforms that work with mobile widgets.

Obviously the players mentioned in this post are just a few of many now in the mobile widgets space. If you have experience with these or some other platform not mentioned here, please tell us about it.

Post your comment on the Mobile Alert blog or read more by going to www.idgcentral.com.

service nniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

26
Debbie Waters-Colacchio *IDG*

22
John Robison *IDG*

20
Lottis Bergsson *IDG Sweden*

18
Bea Horvath *IDG Hungary*
Ica Rodriguez *IDG Hungary*

16
Stephen Lawson *IDG News Service*

14
Stephen Compton *PC World*
MaryKay McIntire *Network World*
Jim Sullivan *IDG International Publishing Services*

13
Diane Nadeau *IDG*
ristine Rudalevige *Network World*
Tony Olvet *IDC Canada*

12
Steven Spingola *PC World*

11
Walter Mehl *IDG Germany*

10
Amy Lynn Capistrano *IDG*
Bronwyn Harrison *IDG Australia*
Mary Menendez *IDC*
Pamela Geisen *IDC*

9
Peter Cohen *Mac Publishing*
Anita Cseresznye *IDG Hungary*
Danielle Cyr *IDG World Expo*
Christina Steensboe *IDC Nordic/Denmark*

8
Mark Savery *IDG*
Jennifer LeMay *IDG*
Carla Arend *IDC Nordic/Denmark*
Carlos Daganzo *IDG Spain*
Torun Bjurman *IDG Sweden*

Bertalan Halász *IDG Hungary*
Zoltán Telek *IDG Hungary*
Jane Weissman *Network World*

6
John Wang *PC World*
Karen Arnowski *IDG Global Solutions*
Dale Fisher *Network World*
Athen O'Shea *Network World*

5
Lu Dai *IDG Asia*
Maureen Coughlan *IDC*

4
Robert Cerulle *IDC*
Koichi Nagayama *IDC Japan*
Magdalena Szczodronska *IDG Poland*

3
Rob Griffiths *Mac Publishing*
Kenji Kawakami *PC World*
Erin Brennan *IDG*
Tammy O'Keefe *Network World*
Matthew Duffy *IDC*
Monika Kumar *IDC*
Gopal Chauhan *IDC*
Magnus Pamebring *IDG Sweden*
Naomi Chan *IDC Singapore*

2
Gábor Tököli *IDG Hungary*
Katalin Radácsy *IDG Hungary*
Elaine Senay *IDG*
Christina Spano *Network World*
Paul Moon *IDC*
Kristin Bonasoro *IDC*

1
Daniel Moren *Mac Publishing*
Gergely Lukács *IDG Hungary*
Carolyn Rauch *IDG World Expo*
Ulrik Gottlieb Hansen *IDC Nordic/Denmark*
Kim Andersson *IDC Nordic/Sweden*
Sterling Wu *IDG Australia*
Stefan Garvander *IDG Sweden*
Norah Miller *IDG Sweden*
Wouter Loerakker *IDG Netherlands*
Guido de Winter *IDG Netherlands*
Phillip Carter *IDC Singapore*
Desere Ross *IT World Canada*
James Speedy *IT World Canada*
Henrik Rydahl *IDG Denmark*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

One on one

continued from page 3

and we have seen a big increase in online and events revenue at the expense of print. The trend shows that often print budgets have either gone to the local market for implementation or have been stopped altogether. Generally speaking, there are fewer RFP's and instead we are proactively in the market working with vendors/agencies to identify new opportunities and deliver custom solutions.

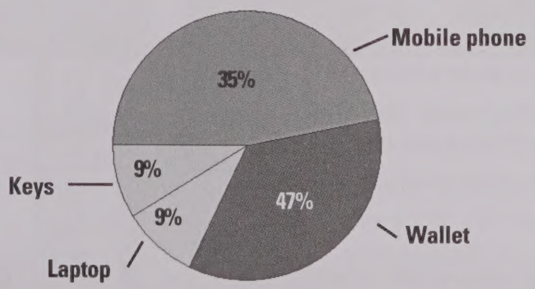
Q **Over the past seven years you've worked for IGS in the U.K., Singapore and the U.S., and earlier in your career you were based in France and Dubai. What have you learned from working in so many different places around the world?**

A I've seen big cultural differences in the way business is done around the world. In many parts of the Middle East it is considered impolite if a buyer doesn't attempt to negotiate a price downwards. It is simply seen as part of the buying process and is a game or battle of wits that the buyer/seller engage in. Conversely, to ask for a discount in countries like Japan is considered vulgar. One standard for success globally is in developing relationships with clients, understanding their objectives and what motivates them. IDG has definitely got the best of both worlds: globally recognized product lines, but locally produced and targeted products.

Employees are encouraged to send suggestions for columnists they would like to see on this page. All questions will be passed along anonymously. Write to world_update@idg.com. WU

Question of the Week results for June 2

If you had to leave home for 24 hours and could only take one item with you, what would you choose?*



*This question originated in a recent IDC research study of 2,367 working adults in 17 countries. One-third of those surveyed chose their mobile phone rather than the other choices, which also included a digital music player.

Log on to www.idgcentral.com to vote on this week's question:
Has the cost of gas caused you to change your driving habits?

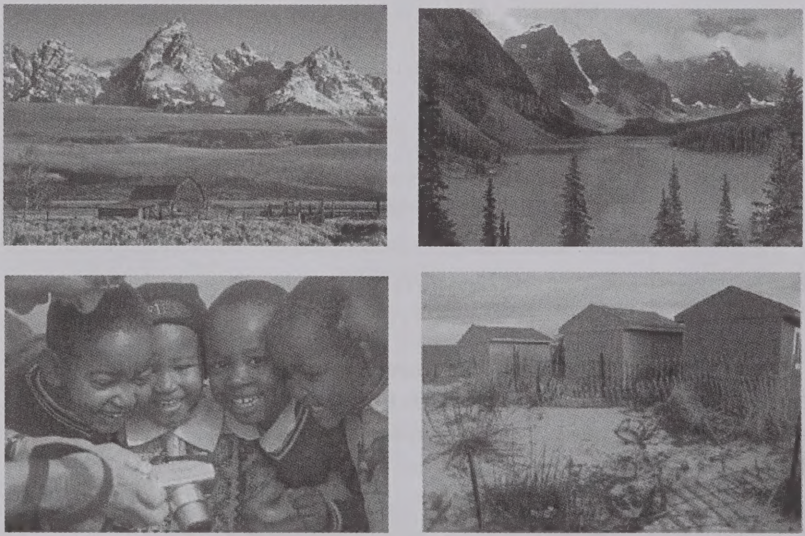
The 25th IDG Employee Photo Calendar Contest is now under way!

Check those camera batteries and take a chance at winning money and worldwide fame in the 25th Annual IDG Employee Photo Calendar Contest. The calendar adorns IDG business unit offices and cubicles around the globe. Read on, and perhaps you can be part of the 2009 edition.

Twelve photos will be selected; first, second and third prize winners will receive $300, $200 and $150, respectively.

Here's what to do:

- You may submit up to two color or black-and-white digital images, prints or 35mm slides on any subject. Photos may be taken with a film camera or a digital camera. If you submit an electronic image, it must be a large, high-resolution file of at least 240 dpi. Smaller files cannot be accepted as they will not reproduce well in the calendar.
- Photos may be vertically or horizontally oriented. Please no panoramic-width photographs can be accepted.



Some of this year's winning images.

- Each entry should be clearly labeled with your name, business unit, telephone, fax and e-mail address. If submitting electronically, please be sure to include this information along with the file. If submitting a traditional print, a business card taped to the back works well. Please do not write directly on the back of your photos.
- Please be sure to include a title for your photograph(s).
- Entries must be received by **Sept. 12, 2008**.

Please send your photos to: IDG World Update, Photo Calendar Contest, 3 Post Office Square, 4th floor, Boston, MA 02109 U.S.A. or world_update@idg.com.

Please note: photos will not be returned.

If one of your photos is selected as one of the 12 winners, you will be asked to submit a photo of yourself as well as a brief description of how you came to take the photo.

As has been done for the past several years, IDG employees will be able to select the 12 photo winners by voting for their favorites on IDG Central in late September. Good luck!

Request your copy of World Update via full-color PDF

IDG employees can receive IDG World Update as a PDF file — with full-color photos — via e-mail. To request this service, write to world_update@idg.com. Current and archived PDFs are also available for download in the World Update section of IDG Central (www.idgcentral.com).

Do you have a login for IDG Central?

IDG Central is the company's internal employee intranet. On it you will find not only the contents of each week's issue of World Update, but numerous online-only news and information resources. Request your login today using the link at www.idgcentral.com.

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Stéphane Dufresne *IT News Info*
Karen Ren *IDG China*
Jim Sullivan *IDG International Publishing Services*

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 Web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG also publishes more than 300 magazines and newspapers in 85 countries. IDG's media brands include CIO, CSO, Computerworld, GamePro, InfoWorld, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, Entertainment for All Expo (E for All), Storage Networking World and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events. More details at http://www.idg.com.

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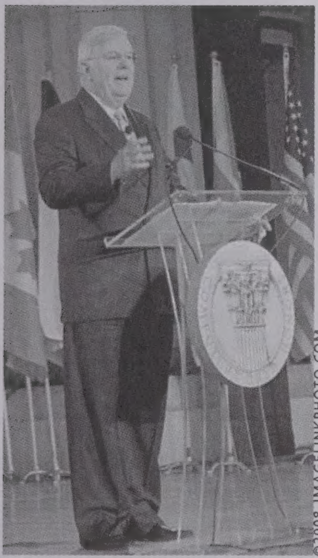

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IDG Chairman ***Pat McGovern*** *addresses the Computerworld Honors Program Laureates and guests at the Computerworld Honors Program earlier this month.*

Computerworld Honors Program celebrates "IT heroes"

Gala celebration spotlights technology's role in benefiting society

Known by many as the Oscars of the IT industry, the Computerworld Honors Program is always a cause for celebration. On June 2, the program marked its 20th anniversary in Washington, D.C., with special programs and ceremonies to commemorate its historic milestone.

IDG Chairman **Pat McGovern** addressed the program's Laureates and their guests at the day's medal ceremony and began the gala evening program with congratulatory remarks. The evening opened with a three-minute video of highlights from the first 20 years of the Honors program and ended with a performance by the political satire group The Capitol Steps.

"When we established the Computerworld Honors program 20 years ago, the mission was to create the world's largest IT awards program known for its high standards in recognizing true excellence," McGovern said. "The 2008 Laureate class and Leadership Award recipients were truly outstanding, and many of them told me how honored they were to be recognized at this ceremony. I congratulate the Computerworld Honors Program team for their success in making this an extraordinary event that achieves the highest level of excellence."

Founded in 1988 by McGovern in conjunction with the Smithsonian Institution, which is no longer a partner, the Computerworld Honors Program recognizes the significant role technology plays in benefiting society while simultaneously honoring IT innovations from around the world. With recognition and preservation as its core charters, the program is run by the not-for-profit Computerworld Information Technology Awards Foundation.

Every September the 100 leading global IT companies elected to the program's Chairman's Committee, headed by IDG Communications CEO **Bob Carrigan**, are invited to submit nominations of IT projects that fit the program's criteria of promoting positive social, economic and educational change. Nominations are then evaluated, and those organizations whose projects qualify are invited to submit a case study detailing their work. Case studies are evaluated to ensure compliance and accuracy, and accepted case studies are designated as Laureates for that year.

continued on page 5

Asia/Pacific Managers Meeting presentations on IDG Central

Presentations given by IDG Chairman **Pat McGovern**, EVP Interactive **Colin Crawford** and Director of International Business Development **Gary Marshall** are available in the IDG Global Meetings section of IDG Central. If you don't have a password for IDG's intranet, request one at www.idgcentral.com.

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IDG named to BBJ's Best Places to Work list *page 2*

LinuxWorld's Installfest refurbishes computers for schools in need *page 2*

One on one: IDC Group VP/ Latin America Eric Prothero *page 3*

[illegible]C-Welt partners with company to produce screencasts *page 4*

Celebrating 10! IDG World Expo's Amy Bonner *page 8*

PC World Albanian serves two neighboring markets

With the launch this month of a local PC World edition, Albanian-speaking citizens of Albania and Kosovo are now able to read IDG content in their native language.

The monthly publication is produced under license to CEO **Hevzi Cuci**, a Kosovo-based publisher who is creating a new company, ITBM [IT & Business Media Group] to produce PCW Albanian (PCWA).

ITBM will maintain offices in Pristina, Kosovo and Tirana, Albania. PCWA's first print run of 5,000 copies was split evenly between the two markets; 95% of the people in Kosovo speak Albanian. The magazine is sold on newsstands, with a subscription program under way.

TOP 10 Celularët E KËTIJ MUAJI - Laptopët E RINJ NË TREG
PCWorld
25 Vite PCWorld
IDG
Gjërat më të Mira Falas në Internet
150€
50 Vizionarët më të Mëdhenj të Erës Informatike

There are no IT magazines in Kosovo, and Cuci said he does not consider the two local titles that recently launched in Albania to be competitors "from any point of view" and thinks that their days are numbered.

"I have made sure that the quality of the paper, the layout and everything else is as similar as possible to PC World U.S. – and we have the power of the brand name," Cuci said.

Cuci said the IT market in Kosovo is more developed than in Albania, though "vendor marketing is booming in both countries, as more and

continued on page 6

in brief newsworthy

IDG named to BBJ's Best Places to Work in Massachusetts for fourth year

HOWARD SHOLKIN

Piper Sheer, *VP, HR, IDG Communications (center), accepted the award on behalf of IDG at a Boston Business Journal breakfast in Boston last week. Joining Piper in the photo are* ***Annmarie Allen*** *(l), HR director, IDC; and* ***Debbie Bernardi,*** *VP, HR & Education, IDC.*

For the fourth consecutive year, IDG has been recognized as one of the Boston Business Journal's Best Places to Work in Massachusetts. IDG is included in the top 20 in the large-company category. This year's top-ranking firms were selected from 392 nominations, making it the largest program in the program's six-year history.

The results are based on surveys of employees at each company that focus on work environment, work-life balance, job satisfaction, advancement opportunities, management, compensation and benefits.

"For 43 years in Massachusetts, IDG has focused on creating a workplace environment that attracts and retains the best employees," said IDG Chairman **Pat McGovern**. "The Boston Business Journal's Best Places to Work honor is an important validation of our efforts to continuously enhance the work place environment that our employees experience."

The top 20 companies in each of three size categories – small (20 to 100 employees), midsize (101 to 500 employees) and large (more than 500 employees) are listed in a special supplement of the Boston Business Journal's June 13 issue.

Contact ***Howard Sholkin****, director of communications and marketing programs, IDG Communications, at howard_sholkin@idg.com.*

IDG World Expo's Installfest lets LinuxWorld attendees donate, refurbish computers for schools

IDG World Expo is partnering with Untangle to help provide computers to schools in need. Attendees of World Expo's LinuxWorld Conference & Expo in San Francisco in August can bring an old computer to the show and donate it to the event's Installfest, where volunteers will refurbish it with free and open source software. The computers will then be collected by the Alameda County Computer Resource Center, which will arrange for them to be donated to local schools.

Anyone attending the show who wants to help refurbish computers can stop by to lend a hand, according to **Melinda Kendall**, IDG World Expo VP and LinuxWorld general manager. "They could be attendees, they could be exhibit staff, they could be conference speakers — literally anyone at the event who can refurbish a computer can visit the Installfest area of the show floor and help out," she said.

Installfest is tied to LinuxWorld Expo because Untangle, the company that began the program, is a developer of open source network gateways and a LinuxWorld exhibitor. "This event is a perfect fit for LinuxWorld," Kendall said, "in addition to providing free computers to schools and recycling products that would otherwise be destined for landfills, it promotes the use of open source software."

A typical refurbishment will be done on a 256MB-RAM system with a 20GB drive. Installation will include Ubuntu 8.04 Desktop with OpenOffice, Firefox and additional multimedia content.

LinuxWorld will host Untangle's second Installfest. At the inaugural event in March, 350 desktop systems were built from recycled computers for schools in one day by approximately 130 free and open source community volunteers. Untangle is aiming to hold as many Installfests as possible and is even encouraging them on the civic level. Volunteers in Bellingham, Wash., and Portland, Ore., have already signed up to organize Installfests in their neighborhoods.

Go to www.linuxworldexpo.com or contact IDG World Expo Public Relations Manager ***Charlotte McCormack*** *at charlotte_mccormack@idg.com.*

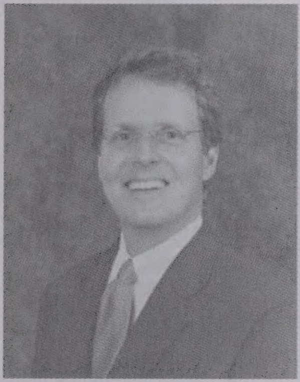
Briefly noted

IDG World Expo CEO Mary Dolaher has been named to Tradeshow Week's third annual Power Pack list, a roundup of the magazine's picks for the 100 most influential people in the tradeshow industry. To read the full list visit www.tradeshowweek.com.

the interview

one on one

Eric Prothero
IDC Latin America's group vice president is this week's columnist. Reach him at eprothero@idc.com.



IDC Latin America at-a-glance

Year established 1990

Headquarters Miami

Number of employees 130 across the U.S. and Latin America in subsidiaries and agency partners in Argentina, Brazil, Chile, Colombia, Mexico, Peru and Venezuela.

Q Since there are discreet IDC offices locally in the larger Latin American countries, why is there a need for IDC Latin America in Miami?

A Many of our clients still manage their Latin America operations from their Miami offices, and just over 40% of our $16M business comes from selling to the headquarter offices of our Latin America clients. So it is important that we remain with a presence in Miami. Our Miami office today is composed of three sales executives and five other employees focused on developing business and managing client relationships.

Q Which are the region's largest IT markets, and which technologies are exhibiting the most growth?

A IT spending in Latin America will exceed $50 billion dollars this year. If we add in Telecom Services spending, we eclipse $140 billion dollars. The largest market remains Brazil, which is over $21 billion in IT spending, or about 40% of the total region. The Brazilian economy is in a period of consistent growth, which is helping it to retain its status within the BRIC [Brazil, Russia, India and China] community [of high-growth IT markets]. In fact, we expect Brazil to be the third largest PC market in the world within 18 months. From a technology point of view, there is a lot of focus now on IT services, especially in areas of business-process outsourcing, outsourcing, offshoring, and software as a service. In telecom, we're talking a lot about quadplay [use of the same network infrastructure for data, voice, video and mobile communications traffic], payTV, unified communications, and business mobility. With a more stable Latin American climate, we also see the consumer market getting more and more attention, from the importance in retail to explosive growth in consumer devices such as converged mobile devices, digital photo frames and notebook computers.

Q Are events an increasingly large part of IDC Latin American's business? How do event revenues compare with research-based revenue?

A We have three main parts of our business: research, consulting and events. The events part of the business will be our fastest-growing business in FY08, growing in bookings 29% over FY07 and now accounting for 15% of our overall revenues in the region. The events business proportion of our total operation ranges, on the high-end, from 35% in the South Cone (Argentina, Chile, Peru) to, on the low end, 25% in Brazil. We do no conferences in Miami, as end-users are located in Latin America. The research part of the business is about 55% of our total operation and growing 6% year-on-year. Our fastest growing research areas are telecom and IT services. Consulting is also an important and growing part of the business and accounts for 30% of overall revenues. In Miami, consulting accounts for about 25% of total revenues, while consulting in the country offices is, on average, about 33% of their total operations.

Q Who are your main competitors in the region, and how does IDC measure up?

A IDC remains very well-positioned in the Latin America market intelligence business. There are no other providers with the breadth and depth of our portfolio nor with the resources in local offices. Multinational competitors such as Gartner compete with us in global tracker renewals, although there are few cases when vendors choose Gartner for tracker data in Latin America over IDC. In the countries, Gartner's name remains strong although they have closed some of their country offices over the past two years. Forrester shut their Latin America headquarters in Brazil earlier this year. On the telecom side, our largest competitor has been Frost & Sullivan. However, last month Frost lost its Latin America VP and its top two analysts, so we hope to take advantage of this turnover in key staff. We do see local consulting firms bidding against us in local projects, so we need to keep our eyes open for them.

Q Last year you mentioned that a significant number of IDC Latin American employees were relatively new to the company. What are you doing to facilitate training and knowledge-sharing across the region?

A We've had a lot of great talent come on board in the last 12 months in Latin America. To facilitate their training, we created an outstanding professional training series for beginning, intermediate and advanced analysts in the region which included 15 training modules created and led by more experienced team members. These training sessions included topics such as How to Structure an Effective Interview, The Ethics of Information Usage and How to Talk to CIOs. More than 40 employees participated in this training series. One of the outcomes of this series was that we created an online training module on our Latin America intranet we call KMLA with these (and more) modules where our employ-

continued on page 7

Coming up

IT Executive Forum
A Computerworld/InfoWorld event
June 24
Chicago
www.itexecutiveforum.com

Digital Marketplace
IDC's Asia/Pacific Web 2.0 Conference 2008
June 24
Singapore
www.idc.com

IDC's IT Security, Storage and Business Continuity Roadshow
June 24
Casablanca, Morocco
www.idc-cema.com

IT Roadmap
A Network World event
July 16
Atlanta
www.networkworld.com

LinuxWorld Conference & Expo
Aug. 4-7
San Francisco
www.linuxworldexpo.com

Next Generation Data Center
Aug. 4-7
San Francisco
www.ngdcexpo.com

IT Roadmap
A Network World event
Aug. 12
Seattle
www.networkworld.com

Business Intelligence Perspectives
A Computerworld event
Sept. 8-10
Phoenix
www.biperspectives.com

More listings onthe events page of IDG Central.

PC-Welt adds user-generated how-to screencasts to Web site

PC-Welt has teamed up with learn2use.de to offer the latter's user-made screencasts of how-to's and workshops for popular software programs. PCWelt.de's video team has been selecting and posting several learn2use screencasts each week for several months to test their popularity. "We get between 5,000 and 10,000 users in our Video section each day," said **Dominik Grau**, PC-Welt Web site manager, "and the numbers are increasing." In July, PCWelt.de will have access to the approximately 1,000 screencasts now in the learn2use library.

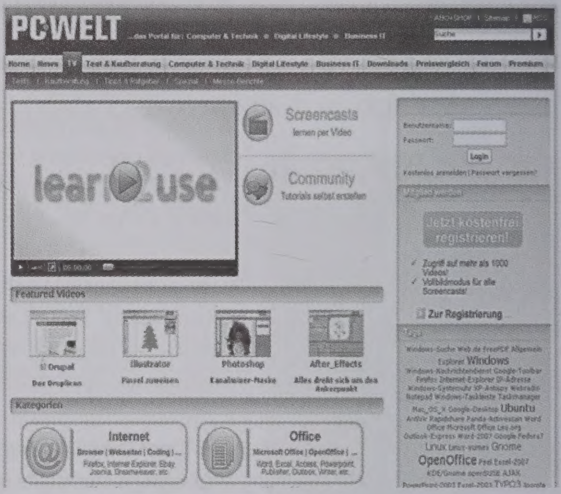
"We wanted to start a unique user-generated content [UGC] concept that no other European publishing company has," Grau said. "learn2use was looking for a publishing partner to increase their audience reach. PC-Welt is one of Europe's biggest IT consumer brands so learn2use will increase its audience exponentially."

PC-Welt has divided the learn2use screencasts into the following channels: Internet, Office, Security, Windows, Graphics Tools, Linux, Multimedia, Macintosh, Tools and Coding and Development. Each screencast is one to 10 minutes in length and has been vetted by learn2use's editorial team and "a select number of learn2use members who have earned credibility by uploading fantastic screencasts in the past," Grau said. After July, as new screencasts are uploaded to the learn2use site they will simultaneously be available on PCWelt.com.

Currently, anyone can view a screencast without registering with PC-Welt, but Grau said that in the future there will be premium screencasts available only to registered users. Registration will be free.

To encourage users to become content providers, learn2use and Grau set up a revenue-sharing plan. Plans are for ad sales revenues to be divided in the following three ways: 50% for all registered users, with the remaining 50% split equally between PC-Welt and learn2use.

learn2use CEO Andreas Pilz and Grau are currently finalizing the revenue-share scheme, "but plans are to give every registered user a revenue share per video upload and set a maximum monthly fee per user to limit expenses," Grau said. PC-Welt will also receive a monthly fee from learn2use for every new user who registers for the service on PC-Welt.de's video section. According to Grau, the ad sales model will be finalized within the next weeks, and PC-Welt is planning to manage all ad sales in-house. PC-Welt is also cross-linking the screencasts with Digg, Del.icio.us and YouTube, as well as other popular UGC sites. "Almost all learn2use users are members of one or more UGC platforms," Grau noted.



PC-Welt's "how-to" screencasts, which are one to 10 minutes long, cover topics in 10 categories including security, multimedia and graphics tools.

Community-building is part of the screencast concept. "The community aspect is uploading new UGC screencasts, getting in touch with other screencasters, talking with PC-Welt's editorial team about screencasts and how-tos — and earning money!" Grau said.

"We're also in talks with learn2use about offering screencast platforms in other languages, such as English or French, as well as a mobile platform for streaming to cell phones," Grau said. "However, those won't be ready before early 2009."

To view a learn2use screencast go to http://learn2use.de/videos/after_effects-alles-dreht-sich-um-den-ankerpunkt.

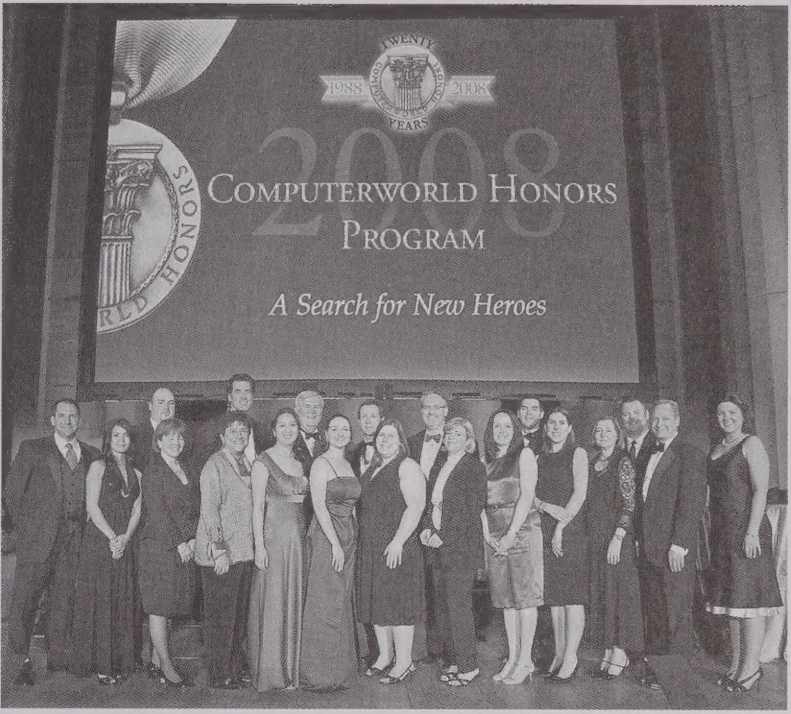
For more information contact Dominik Grau at dgrau@pcwelt.de. WU

IDG membership with American Management Association benefits employees worldwide

IDG is a new corporate member of the American Management Association. Any IDG employee around the world can access articles on sales, professional development, management and other topics on the members-only site and access free webcasts and podcasts. U.S. employees also have discounted rates on classes, workshop, conferences and events. To see IDG's membership number and learn more, check the post on the IDG Training & Development blog on IDG Central (www.idgcentral.com).

CW Honors

continued from page 1



©2008 IMAGELINKPHOTO.COM

Front row (L-R): ***John Vulopas, Joy Latino, Susanna Hinds, Sandy Weill, Deborah Lee, Kelly McGill, Kathleen Dury, Ann Spurling, Amy Dion, Amy McClellan, Ann Harris, Derek Hulitzky,*** *and* ***Lauren O'Brien,****. Back row (L-R):* ***Duncan Newell, Matt Sweeney, Pat McGovern, Bob Carrigan, Ron Milton, James Brevard,*** *and* ***Chris Johnson****. Not pictured:* ***Michael Meleedy*** *and* ***Alexis Bartiromo****.*

For the 2008 program, 204 nominations were granted Laureate status. Spanning 10 different industries, an independent panel of IT judges scrutinized the Laureate nominations to then identify finalists in each industry category. They then selected one ultimate honoree in each industry to receive the coveted 21st Century Achievement Award.

All Laureates were honored at an afternoon medal ceremony on June 2 at the historic Andrew J. Mellon Auditorium in Washington, D.C. That evening the 50 finalists were recognized and the top award recipients in each category were named publicly for the first time. "It's like the Academy Awards," said **Sandy Weill**, Honors Program director and top liaison to its many sponsoring companies. "Many finalists are present for the recognition, and everyone finds out the ultimate award recipients during the ceremony." Among this year's Achievement Award winners were the following: Deaf Link, for video-based sign-language interpretation; the U.S. Department of Homeland Security, Customs and Border Protection for customs modernization; EMRI for an emergency response system in India; Cleveland Metroparks Zoo for an interactive distance learning program; and the Byrraju Foundation for telemedicine intervention. (For a complete list of Laureates and Achievement Award recipients, go to http://www.cwhonors.org/.)

In addition, the Computerworld Honors Program's sponsored Leadership Awards are presented to individuals who have led an exemplary lifetime career in IT and have bettered society in a profound way. McGovern and Carrigan attended the gala with six previous Leadership Award recipients, including former AOL Chairman Steve Case. Three Leadership Awards were presented this year to Mike Lazarides, president and co-CEO of Research In Motion; John White, head of manufacturing with the Royal Bank of Scotland; and Richard Williams, VP and global CIO of AstraZeneca. This year's Leadership Award sponsors included EMC, IBM and Morgan Stanley.

"With 40 new Chairman's Committee companies recruited to the program since 2006, Computerworld Honors Program sponsorship revenue has grown 73% and has insured increased stability for a program critical to the positive image of Computerworld and IDG," Weill said.

"This is Computerworld's opportunity to give back," said **Ron Milton**, EVP of Computerworld, and chairman of the Board of Trustees of the Computerworld Information Technology Awards Foundation. "It's Computerworld's way to recognize — on a large scale and an ongoing basis — the outstanding contributions of so many. Every year is truly 'A Search for New Heroes,' which has been the program's theme from its inception. The archives of this program will live on, and in 200 years when people are researching the IT revolution they will be reading about it in the archives of the Computerworld Honors Program."

The Program works with more than 350 leading archives, museums, libraries and research institutions to build and maintain a global archive of the award recipients' achievements. Primary source materials, from case studies and publications to oral histories and videotapes, are available to scholars and the general public, not only online but also through a program of source and license donations to affiliated global institutions.

Visit http://www.cwhonors.org/ or contact Sandy Weill at sandy_weill@computerworld.com.

"This is Computerworld's opportunity to give back. It's Computerworld's way to recognize — on a large scale and an ongoing basis — the outstanding contributions of so many. The archives of this program will live on, and in 200 years when people are researching the IT revolution they will be reading it in the archives of the Computerworld Honors Program."

— Ron Milton, EVP, Computerworld

More online

To view a slideshow of images from the Computerworld Honors Program, see this story on IDG Central.

noteworthy people

Promotions

Barreca

PC World Associate Publisher, Online **Mark Barreca** has been promoted to the new position of VP, Strategic Sales. "In this role, his responsibilities will include staff and account management and senior-level sales strategy and implementation," said **Michael Carroll**, senior VP and group publisher of PC World and Macworld. "Mark's diligence and hard work over the past five years has been instrumental in making PCW a stronger brand. Mark has always been willing to extend a hand when needed and has been a mentor to many of the reps in the online space. His account knowledge, client relationships, keen insight and Internet savvy have been key to the company's growth. On a national level, Mark will lead both PCW and MW online initiatives, working very closely with all the sales reps to create, strategize, and implement online campaigns and programs. In addition, he will spearhead key internal online programs for both MW and PCW. Mark will also be thinking beyond the above areas to lead other revenue-generating opportunities for all the sites we represent."

mark_barreca@pcworld.com

Request World Update as a PDF

IDG employees can receive IDG World Update as a PDF file — with full-color photos — via e-mail. To request this service, write to world_update@idg.com. Current and archived PDFs are also available for download in the World Update section of IDG Central (www.idgcentral.com).

New employees

Trenidad

IDG Netherlands has hired **Dieudonnée Trenidad** as a marketing assistant. She was previously an editorial and marketing assistant with Sanoma Men's Magazines. She holds a B.A. in media and entertainment management from Hogeschool Inholland and enjoys movies and concerts.

dtrenidad@idg.nl

IDC Greece has hired **Stelios Charalambakis** as a research analyst with its IT Markets group. He was previously a marketing program manager with Hewlett-Packard EMEA's Network Services Marketing division. He holds a B.S. in economic science with a concentration in business administration and marketing from Greece's University of Piraeus. In his free time he enjoys sports, especially swimming, basketball and beach volleyball, and "traveling and exploring cities and places I've never been before."

scharalambakis@idc.com

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

New address for partner in Romania

IDG Communications Publishing Group SRL, led by General Manager **Mihaela Gorodcov**, has relocated to the following address:

Splaiul Independentei, nr. 202 A, sector 6
Bucharest 011455
Romania
tel: +40-21-316-26-21
fax: +40-21-316-11-32

PC World Albanian

continued from page 1

more international brand names are available." He said the local Microsoft representative in Kosovo "loved" the idea of an Albanian-language edition and has promised support and potential sponsorships, and HP, which is represented locally by partners and resellers, has also given him positive responses through company contacts in Austria. The first issue had five pages of ads from Hitachi, two HP affiliates and two other local companies.

Asked about his IDG impressions so far, Cuci said, "I feel proud that I am working so closely with IDG personnel, from whom I am getting lots of support. You don't become as big as IDG unless you have great people!"

> *"I feel proud that I am working so closely with IDG personnel, from whom I am getting lots of support. You don't become as big as IDG unless you have great people!"*
> *— Hevzi Cuci, CEO*

"Albania has been in our sights for quite some time as one of the last remaining countries in Europe that has never had an IDG presence," said IDG International Publishing Services Licensing Manager **Jean Gasbarro**, who serves as Cuci's IDG liaison along with VP/Licensing **Jim Sullivan**. "We were lucky enough to find Hevzi and have been impressed with his experience and ideas for PC World Albanian."

A Web site, www.pcworldalbanian.com, shows the presence of PCWA. However, the full content site will be launched in the near future under the domain www.pcworld.al.

*Write to hevzi.cuci@itkapufi.com or Editor-in-chief **Dritan Kici** at dritan.kici@pcworldalbanian.com.* WU

Kosovo Internet pricing

According to ITBM Group CEO **Hevzi Cuci**, Kosovo has the most reasonable Internet connection pricing in the region compared with Albania, Macedonia and Montenegro. For about 14 euros (US$22) monthly, a citizen can get a 512KB connection as well as cable TV with more than 50 channels; there are less expensive packages with more limited bandwidth.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

30

Debra Sobin *IDG*

28

Robin Robison *IDG*
Matt Smith
Enterprise Services Group

21

Imtrud Schaefer *IDG Germany*

19

Janet King
IDG Research Services

17

Torgeir Vikan *IDG Norway*

16

Agnieszka Cybulska *IDG Poland*

13

Jeroen de Jager
IDG Netherlands

12

Manuela Mancosu
Nuov@Periodici Italia
Steve Traynor *CXO Media*

11

Iver Gamme *IDG Norway*

10

Clas Mehus *IDG Norway*
Morten Kristiansen *IDG Norway*
Lance Castonguay *IDG*

9

Paul Morrisette *IDC*
Chris Lin
Online Publishing Group
Diana Turco
Enterprise Services Group

8

Artuo Flores *PC World*
Alexa Wriggins *PC World*
David Shapira *IDC*
Christopher Chute *IDC*
Marc Perrella *IDC Canada*

[illegible]

Andreas Schmitz *IDG Germany*
Kyoko Suzuki *IDG Japan*
Grace Han *IDC China*

6

Michelle Kloss *PC World*
Nora Freedman *IDC*
Nina Olsson *IDG Sweden*
Soon Yul Change *IDC Korea*

5

Martha Martin *IDC*
Natalya Yezhkova *IDC*
Tanya Webber *IDC Australia*
Cress O'Brien *CXO Media*

3

Elizabeth Montalbano
IDG News Service
Nicola Morrison
Macworld U.K.
Paul Zampitella
Mac Publishing
Michael Rose *IDC*
Jorge Hernandez *IDC Mexico*
Diego Via *IDC Brazil*
Shirley Teo *IDC Singapore*
Bill Roche *CXO Media*
Chris Lynch *CXO Media*

2

Maria Arvetun *IDG Sweden*
Mikael Norberg *IDG Sweden*
Jose Neves
Now! Digital Business Ltda.
David Best *CXO Media*
Shaun Callaghan
Online Publishing Group

1

Margo Tiffen *IDG U.K.*
Siobhan Chapman
Computerworld U.K.
Andrew Yang
IDG Entertainment
Benjamin Woo *IDC*
Daniel Lee *IDC*
Richard Walsh *IDC*
Fabrício da Silverira
Now! Digital Business Ltda.
Sally Feng *IDC China*
Kevin Wang *IDC China*
Amanda Scuilli
IT World Canada

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

One on one

continued from page 3

ees can now listen to audio while watching the training presentations. Our plan for FY09 is to create a training program for managers in the region across all business functions.

Q **Where do you see the Latin America business heading for IDC in the future?**

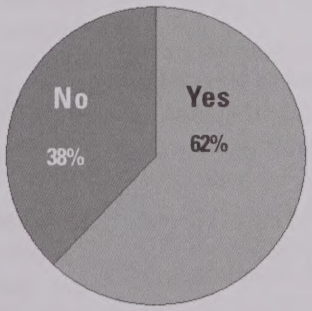
A Two years ago we developed our Latin America Vision 2012, a five-year road map for our business designed to take risk out of the organization by making decisions that would position us for a step-by-step improvement in our business results. In addition to focusing on more conservative investment decisions, we placed particular emphasis on tools for efficiency, improving communication across the organization and providing more training and growth opportunities for our employees. Our financial and employee satisfaction results are showing we are heading in the right direction.

As we look ahead to the coming three years we will continue to invest in making our processes more efficient, empowering employees with more information to make decisions and improving training opportunities for our organization. At the same time, I do expect us to be more focused on the customer — everything from making our trackers more user-friendly and customizable to being more proactive than reactive in our relationships with key accounts. Our management team is working well in a matrixed approach leveraging the experience of our regional business leaders with our local country manager knowledge. It's a good time to be in Latin America!

Employees are encouraged to send suggestions for columnists they would like to see on this page. All questions will be passed along anonymously. Write to world_update@idg.com. WU

Question of the Week results for June 9

Has the rising cost of gas caused you to change your driving habits?



Log on to www.idgcentral.com to vote on this week's question:
How do you feel about iPhone publicity?

celebrating 10!

Name
Amy Bonner

Home
Auburn, Mass.

Joined IDG
October 1996, List Services Assistant at CIO Communications.

Career path since joining IDG
CIO Communications (it wasn't CXO when I worked there!) as List Services Assistant, Coordinator and then Sales Associate. I moved from CIO to IDG List Services in 1999 to an Account Executive position and handled list sales for various business units up until 2007. I joined IDG World Expo as a Sales Manager in May of 2007.

Current title
Sales Manager for IDG World Expo. I handle the sale of exhibit space for our LinuxWorld and Next-Generation Data Center events.

Memorable work moment?
I was running to Target on my lunch hour and asked my boss if there was anything I could pick up for him there. His response: "Sure! I could really use an extra garden hose for my house up in Maine." The folks in the elevator looked a bit puzzled as I rode to the fourth floor holding a 50-foot garden hose. I told them we had a lot of plants around the office!

What's kept you at IDG for 10 years?
Terrific managers and the ability to move around the company into different positions where I have been able to expand my skill set.

Family
My husband Jamie and our 13-year-old golden retriever named Maddie.

What talent do you wish you had
I wish I could sing really well. My husband is a guitar player, and if I could sing as well as he plays we could take our act on the road.

Dream destination
Australia or New Zealand. Now that I've been at IDG for almost 12 years I have enough vacation time to make the trip!

What is the last good deed you did?
I recently bought a new car and sold my old one to my sister. She got a very nice family discount.

First job?
Waitress at Whitney Donut shop in Hamden, Conn.

What it taught you?
Doughnuts are really bad for you!

*IDG World Expo's **Amy Bonner** was the guest of IDG Chairman **Pat McGovern** at a dinner honoring her 10 years of service to IDG.*

Your idea of a perfect day alone?
Exercise in the morning, spa services mid-day and a book on the beach in the afternoon. If you are going to spend a day alone you might as well indulge yourself!

Most prized possession
I have a picture of my grandmother taken when she was a little girl sometime around 1925. She died before I was born but my mother has kept her spirit alive through the years with countless stories. She was definitely a Renaissance woman, and I feel very connected to her even though I never knew her.

Luxury item you can't live without
My iPod. Once you get one you don't know how you ever lived without it.

Your last meal would be
Steamed Alaskan King Crab legs with lots of melted butter — yum!

What others can't tell just by looking at me
I played rugby in college, or maybe people can tell, I'm not sure!

Manager's profile
"In the short period of time that Amy has moved over from List Services, she has been able to transition quickly and make an immediate impact at WEC. Amy is a true professional, and it is a pleasure to have her on the sales team. "
— Richard Kazarian, SVP Sales & Operations, IDG World Expo

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Jean Gasbarro *IDG International Publishing Services*
Dominik Grau *PCWelt.de*
Derek Hulitzky *Computerworld*
Deborah Lee *Computerworld*
Charlotte McCormack *IDG World Expo*
Ron Milton *Computerworld*
Howard Sholkin *IDG Communications*
Sandy Weill *CW Honors Program*

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 Web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG also publishes more than 300 magazines and newspapers in 85 countries. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events. More details at http://www.idg.com.

IDG World Update

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PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

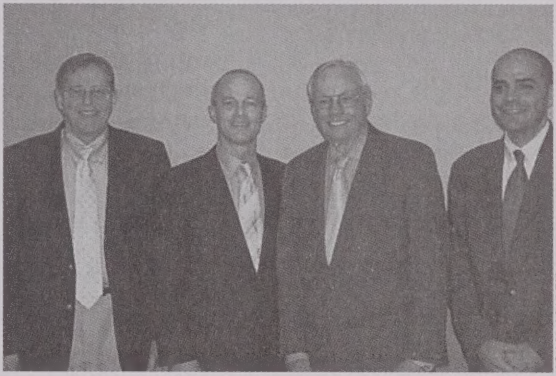
Third annual IDC IT Forum & Expo caters to end users

Boston event includes highly interactive, invitation-only CIO Summit

The approximately 650 IT and business executives who attended the third annual IDC IT Forum & Expo in Boston earlier this month gleaned some advice from a perspective outside their usual orbit, as Apollo 11 astronaut Neil Armstrong impressed them with his keynote address.

The first man to walk on the moon talked about the technology, teamwork and innovation that made his historic journey possible, noting that those three elements are essential for success in any corporate environment.

"It was a very big deal to have Mr. Armstrong there, and he was very gracious at the private meet-and-greet reception we had for our sponsors," said Senior Program Director **Amy Catalogna**. While she said it can sometimes be challenging to get attendees to stay for the final presentation at a conference, the room was packed for Armstrong's address. Among his caveats: without trust in the team you don't accomplish anything; loyalty to a project — and patience — is essential; take chances and believe in yourself, and you'll achieve things you didn't think possible.



JOAN JOLLEY

Joining keynote speaker Neil Armstrong (second from right) are IDC excutives (l-r): Chief Research Officer ***John Gantz****, CFO* ***Mark Sullivan*** *and Executive VP/Worldwide Research* ***Crawford Del Prete****.*

continued on page 5

New on IDG Central

Presentations from the IDG European Managers Meeting are in the IDG Global Meetings section. These include:

- Managing Print for Profit (IDG Australia Managing Director **Don Kennedy** and CW/IW President, Publisher & CEO **Matt Sweeney**)
- Adapting to Change: Print and Online Lessons Learned (IDG Denmark Managing Director **Søren Queitsch**)
- Interactive Trends: The Opportunities Ahead (IDG Communications EVP/Interactive **Colin Crawford**).

Go to www.idgcentral.com.

IDG Norway launches Macworld Web site

New site poised to capitalize on Apple's sales per capita growth in Norway

Although Apple Computer, Inc. won't officially introduce the iPhone in Scandinavia until July, more than 10,000 Norwegians already own an imported model. That and the growing interest in all things Apple led IDG Norway to decide that the timing was perfect for relaunching a local Macworld site, which went live April 30.

Bjørn Unnersaker, editor-in-chief of PC World Norge and www.Macworld.no, said the Macworld brand is well-known in Norway. "In 1986, Macworld was introduced in Norway as a section in PC World," he said. "In 1989, we launched the Norwegian edition of the magazine, which lasted for seven years until it was merged with MultimediaWorld. Many Norwegians are familiar with the Macworld brand from Macworld Expos and the U.S., English and Swedish Web sites and magazines, which are all distributed here in Norway."

The success of the Swedish Macworld Web site was also an inspiration for IDG Norway. According to Unnersaker, www.Macworld.se has tripled the number of unique visitors the last year, to 90,000, while Sweden's MacWorld magazine has 45,000 readers and very strong growth. "Part of the success is, of course, because of my Swedish colleagues are doing a great job," Unnersaker said, "but part is also due to the strong growth of people interested in products from Apple." He added that, according to Apple Norway, Apple's growth and sales per capita are higher in Norway than in Sweden.

"We also surveyed our readers on www.pcworld.no and found that 23% claimed they already owned a Mac, and 19% said that they would probably buy a Mac some day," Unnersaker noted. PCW Norge has been covering the Mac market and conducting tests on Apple products for years, but "a dedicated Macworld site would be a great way to leverage that content and reuse it for a wider audience," he said.

IDG Norway's Macworld site has no competition in the local market. "The only dedicated Web site for

continued on page 5

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IDC CEMA builds event business in Greece *page 2*

Vietnam Consumer Electronics World Expo and Conference debuts in Hanoi *page 2*

One on one: Now!Digital Business President and Publisher Silvia Bassi *page 3*

IDC Asia/Pacific's Survey Call Center expands to meet demand *page 4*

Check the rules for the 25th annual IDG Employee Photo Calendar Contest *page 7*

Celebrating 10! Network World's Elisa Della Rocco *page 8*

IDC CEMA builds event business in Greece

*IDC representatives at the June 11 roadshow in Athens included (l-r): **Tatiana Hinova**, IDC CEMA associate VP/Sales and regional director, Southern and Eastern Europe; **Martin Hingley**, chief research officer, IDC EMEA; **Christina Alexandropoulou**, conference and business administration manager, IDC Greece and **Stelios Charalambakis**, research analyst, IDC Greece.*

IDC CEMA [Central Europe, Middle East and Africa] has stepped up its event activities in Greece over the past year, most recently making a stop in Athens with its Storage, Virtualization and Green Data Centers Roadshow on June 11.

Ninety end users attended the event, which was organized with the content support of SNIA [Storage Networking Industry Association] Europe, SANDBOARD (the European professional organization of storage end users) and SEPE (the Greek Association of IT companies). IBM, VMware, EMC, Sun, NetApp, Sony and several Greek companies served as sponsors.

IDC CEMA's first event in Greece in June 2007 was organized by the neighboring IDC Bulgaria team. "That event was very successful, and since there is increasing interest in Greek IT market research data, we decided to open an office in Greece last October," said **Tatiana Hinova**, IDC CEMA associate VP/Sales and regional director, Southern and Eastern Europe.

Since then, Athens has been the site of a Business Intelligence conference in November 2007 and a Security Roadshow this past May, which drew 115 end users, eight sponsors and the cooperation of the European Network of Information Security Agencies.

IDC Greece's small team is "very ambitious and embodies the 'Let's Try It!' attitude," Hinova said. Among their previous responsibilities, Conference and Business Administration Manager **Christina Alexandropoulou** worked as Avaya's Southeastern Europe marketing manager, and Research Analyst **Stelios Charalambakis** spent four years in the IT services marketing group at HP EMEA.

The group is preparing for two events in September: IDC/Global Retail Insights Central/Eastern Europe Logistics and Retail IT Solutions Roadshow in Athens and the company's first event in Nicosia, Cyprus: the IT Security, Virtualization and Green Data Centers conference.

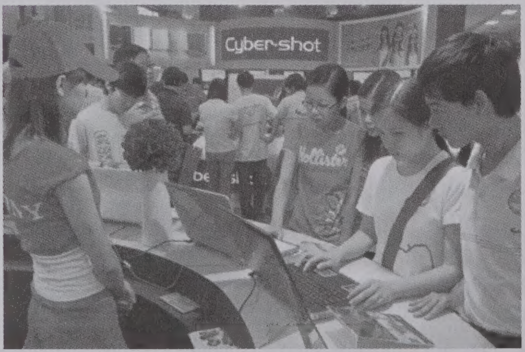
Hinova expects that the conference business and several research projects will lead IDC Greece to "break even with a nice operational margin in its first year of operation."

Write to thinova@idc.com. WU

> *IDC Greece's small team is "very ambitious and embodies the 'Let's Try It!' attitude."*
>
> *-- Tatiana Hinova, IDC CEMA associate VP/Sales and regional director, Southern and Eastern Europe*

Vietnam Consumer Electronics Expo debuts in Hanoi

Co-organized by IDG Vietnam and the Hanoi ICT Association, the first annual Vietnam Consumer Electronics Expo and Conference drew more than 130,000 visitors April 9-12. Canon, Intel, Panasonic and AMD were among the global and domestic companies represented at some 200 booths. The conference included a presentation from IDC Country Director **Lam Nguyen**. The new event, geared to potential customers in the country's northern region, follows the success of Vietnam Computer Electronics World Expo and Vietnam ICT Outlooks, which has been held for 12 years in Ho Chi Minh City.



Visitors check out the Sony booth. For an English-language post-show report, go to www.vce.vn.

VCE EXPO
TRIỂN LÃM CNTT VÀ ĐIỆN TỬ TIÊU DÙNG VIỆT NAM 2008
Vietnam Consumer Electronics Expo 2008
LỄ KHAI MẠC
OPENING CEREMONY

The opening ceremony included five prominent Vietnamese officials and the commercial attache to the U.S. embassy (far right).

one on one the interview

Silvia Bassi
The president and publisher of Now!Digital Business is this week's columnist. Reach her at silviabassi@nowdigital.com.br.

Now!Digital Business at-a-glance

Location São Paulo, Brazil

History Converted to an IDG licensee in March 2007; originally founded as IDG Brazil in 1976.

Number of employees 70

Main Web site www.nowdigital.com.br

Media properties ChannelWorld, CIO, Computerworld, PC World, IDGNow!, MacWorld (to be launched as Web site in July)

Events CIO IT Summit (three-day conference for CIOs, held twice a year); IT Leaders (gala event with Top CIOs award).

Most recent accomplishments
- Launch of CW Connect, an IT professionals community, for Computerworld. It is an alpha version, but in just 30 days it gathered 3,000 professional members.
- 80% growth on online revenues on the first quarter of 2008 compared with same period last year.

Q It's been just over a year since IDG ceased operating a subsidiary in Brazil and you bought the business as a licensing partner. How has the transition going?

A The transition is going great and has been smooth so far. It is very difficult, of course, to deal with competitors who are being unfair and trying to spread rumors about IDG leaving the country. However, we are managing to remain very visible in the market and making sure everyone knows that, in fact, we are a new company that is 32 years old (!) and that we are the exclusive representative of IDG in Brazil.

Our roadmap for the transition was carefully designed because we were still struggling with the financial issues that I began to put in order back in 2005 when I rejoined the company as country manager. That's why we decided to announce the new name one year after the signing, so we could have time to make sure the business was solid and the market kept its confidence in us. We managed to grow our business 14% in 2007, and we managed to keep the print revenues stable. Online, of course, had the highest growth rate: 28%.

Q How would you describe Brazil's IT publishing/events market and Now!Digital's status?

A The IT market in Brazil is strong, especially the consumer segment. We sold more computers than TV sets last year, and we are expected to sell 11.3 million PCs this year, 26% of them are notebooks. The mobile market is getting strong also (more than 127 million cell phones). Apple has decided to enter the market, and it adds more spice to the mixture.

Now!Digital Business is the only player that has a presence in all IT markets, from the C-Level, with CIO magazine, to the personal user and SMB market, with PC World. Not to mention that we will launch MacWorld as a Web site in July, and we have a presence on the channel market with ChannelWorld. The IT events market is more crowded, and we decided to bet a small pile of chips on this. But we are investing, as Now!Digital Business, in the CMO audience, and we are building a conference especially for them, not about IT, but based on the marketing and sales changes that the Internet has provoked.

Q What is the Web site IDGNow!, and why have you kept the name?

A IDGNow! is not only a Web site, it is a brand that exists only online, so it is an IDG brand that only exists in Brazil. It was created 10 years ago and is an Internet and IT news site. It has an audience of 750,000 unique visitors per month and it is, for sure, the second most valuable brand we have — the first one is Computerworld.

Q While you don't have a GamePro or GameStar, there is a games section on IDGNow! How are you positioning that section of the site?

A As I explained, IDGNow! is a news Web site, and it is targeted to all IT users. Games are a very important part of the digital arena, and not only kids play, but also adults and IT professionals. We decided to have the games section to test the market, and our goal is to have a Web site dedicated to GamePro by the end of the year.

Q Has the Brazilian market experienced a drop-off, similar to the U.S. and some other parts of the world, in interest in print advertising, and if so, have you seen that money moving online?

A The drop-off exists, but it was much smaller than other parts of the world, at least last year. This year we are beginning to see more of a drop-off, but that is why we have been investing in our Web sites since 2005. We are prepared to address the changes in the market and, in fact, we want it. Our online revenues represent 31% of all revenues this year, and our goal is to end 2008 with 33% of all sales coming from online properties. Our online revenues grew 80% in the first quarter of 2008 (January to March) compared with the same period last year.

Q What kinds of community elements have been particularly successful?

A Brazilians love social networks! We represent 53% of the total Orkut [the social networking and discussion site operated by Google] audience around the world, just to give you an idea. Communities like Facebook and LinkedIn are getting more popular among the business audience, but interestingly MySpace is not so popular among the younger population. Last May we began our CW Connect community, using the same software that InfoWorld has. The community is not open yet on the Web site (it is by invitation only), but in 30 days we've gotten more than 3,000 members! We have 1,000 followers on our Twitter coverage (IDGNow!), and our plans include using open communities like Facebook and Ning to bring traffic and to increase our presence in the market. WU

IDC Asia/Pacific's call center expands to meet demand

Facility based in Malaysia serves region's needs for demand-side surveys

When IDC clients in the Asia/Pacific region want to know what their customers are thinking, the IDC A/P End-User Research and Statistics Group (ERS) gets ready to assist. ERS collaborates with the analysts on how best to gather feedback from CIOs, IT managers, business managers and consumers of IT technology and services.

The demand for primary research has been growing throughout the region, and the IDC A/P management team took a two-pronged step to meet client needs and improve service delivery. The core primary research team, Central Research Group, absorbed the scope of work performed by the Survey Call Center (SCC), a data-collection unit previously a division within IDC Malaysia, and gave birth to a larger and more responsive business unit under the ERS group.

"This enables IDC to seamlessly design and execute demand-side surveys under one team with a single business flow and execution model," said IDC Asia/Pacific Managing Director **Eva Au**.

The SCC began operation at IDC in Kuala Lumpur, Malaysia's capital, in 2000 with space for eight interviewers as a way to bring cost-effective research to IDC clients in Malaysia. Given its high-quality performance and Malaysia's competitive environment for call centers (low cost of living, home to workers who speak multiple languages), IDC A/P management felt the SCC was well-positioned to serve the rest of the region's analysts. From eight seats, the SCC had grown over the last eight year to meet customer demands. Due to space constraints, the group relocated on March 12 to a building across the street from IDC making room for 57 interviewers.

SCC hires native-language speakers who can conduct interviews with people in China, Taiwan, Hong Kong, Philippines, Korea, Malaysia, Thailand and Indonesia, as well as English speakers for Australia, New Zealand, Singapore and India. (Japan, which IDC considers a distinct market from the rest of Asia/Pacific, is not part of the SCC's scope of work, and IDC Japan contracts with external call centers for their interviews.)

SCC interviewers, who IDC classifies as contractors, go through a one-day orientation that touches on IDC's business, what research is and why it is done, how research results are used, how interviewers are evaluated, computer tools and code of conduct. They are paired with experienced interviewers for the first week, after which they take on an increasing workload. Compensation is tied to achievement and quality. Interviewers are briefed at the beginning of each project about the target audience and the study's goals, and they offer feedback at the end of the day for the SCC managers to assess any issues that have arisen and the quality of the day's work.

BRIAN JOSEPH

*Call Center Manager **Chia Lai Heong** (standing, left) and IDC A/P Managing Director **Eva Au** meet with some of the interviewers at the Survey Call Center in Malaysia. The facility has space for 57 interviewers.*

Each interview is recorded, and SCC managers sample the interviews for quality control and for training purposes.

"Many interviewers stay on with IDC, as our call-center environment is a very professional and comfortable corporate environment," said ERS Senior Research Manager **Letchmy Ganapathy**, who was appointed to oversee the SCC last year.

The SCC features a computer-aided telephone interface, which helps the interviewer key the responses in real time on the screen and ensures that the respondent gets the appropriate questions based on prior responses. For example, if the response to "Do you have a PC?" is "Do," the interviewer will see the next appropriate question on the screen and not be prompted to ask "What brand do you have?"

The ERS group expects to use the SCC for more than 60% of its interview projects this year. Since telephone surveys are just one research method, the ERS group retains outside agencies for projects that involve online surveys, face-to-face interviews or focus groups. In addition, there are a few countries the SCC does not serve, such as Vietnam.

In 2007, the ERS group handled 62,000 intervie[illegible] up from 53,000 in 2006, and has already conducted more than 80,000 interviews in 2008.

Write to lganapathy@idc.com.

Office hours

The Survey Call Center operates from 7:30 a.m. local time to handle calls to Australia and New Zealand, which are two hours ahead of Malaysia, and till 10 p.m. to wrap up with India, which is 2.5 hours behind.

Meet the ERS and SCC staff

In addition to Senior Research Manager **Letchmy Ganapathy** in Singapore, the ERS group has members in various countries: VP/ERS **Kitty Fok** in Hong Kong; Senior Market Analyst **Amber Chin** and Research Manager **Ethan Pike** in China; Senior Market Analyst **Lily Lin** in Australia; and Market Analyst **Namaratha Dharshan** in India. The SCC staff in Malaysia are Manager **Chai Lai Heong** and Project Coordinator **Brian Joseph**.

Example of an End-User Research and Statistics Group survey

IDC's "Skypad" survey researched emerging trends in household Internet usage and advanced household technologies among the urban Internet population. It explored the household ownership of IT and consumer electronics products, Internet usage behavior and spending patterns, the usage of home networking and home automation solutions, home storage requirements and interest in Internet videos. Responses came from 4,124 consumers across eight A/P countries.

IDC IT Forum & Expo

continued from page 1

The two-day IDC IT Forum & Expo focused on how technology can be used to enable and transform business models and processes. The forum included dozens of end-user case studies from large and small organizations on the leading-edge of IT innovation, and the exhibit floor, which housed 34 exhibitors as well as the analyst one-on-one meetings, gave attendees strategic insight, tactical expertise and real-world solutions they need to strengthen their IT organizations.

The program featured more than 35 sessions, and the four tracks – Applications, Services, Information Management and Enterprise Infrastructure – were chaired by, respectively, **Henry Morris**, group VP/ general manager, Integration, Development and Applications Strategies; **Bob Welch**, group VP/general manager, Worldwide Services Research; **Rick Villars**, VP/Storage Systems; and **Michelle Bailey**, research VP, Enterprise Platforms and Data Center Trends.

An invitation-only CIO Summit, co-chaired by Chief Research Officer **John Gantz**, gave 70 CIOs an opportunity for small-group discussions around case studies and panels. "What I liked about the CIO Summit was how it was really run by the users themselves," Gantz said. "This was not a lecturer-audience situation, but a facilitator-contributor setup. It was a live form of social networking and collaboration."

The CIOs attended lunches, breaks and exhibit hall visits with the rest of the IT Forum participants as well as the four keynotes, all of which were emceed by **Crawford Del Prete**, Executive Vice President, Worldwide Research.

For more details go to http://www.idcitexpo.com or write to Amy Catalogna at acatalogna@idc.com. WU

Casino incentives lead to more trade show visits

IDC organizers created a casino theme on the exhibit floor to add some fun, encourage visits to the IT Forum trade show and gain leads for sponsors. Each attendee received a deck of special "cards" in their packet – one for each exhibitor – and could turn them in to the booths and, in the process, enter a drawing to win a trip to Las Vegas.

The cards also earned them play money to be used at the casino games in the reception in the hall during the first evening. Participants competed at 10 tables set up for roulette, craps and other games.

On the second day, attendees could use a bingo card they received at the opening keynote and have each square stamped by exhibitors. A completed card also earned them another chance at the Las Vegas prize.

Macworld Norway

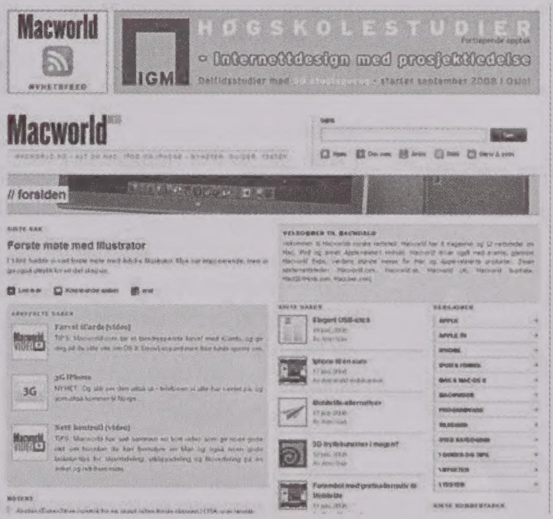
continued from page 1

the Mac, iPod, iPhone and other related products is a community site with no employees, no sales team and where all the editorial is produced on a volunteer basis," Unnersaker said. "They don't do tests, and the editorial quality varies a lot. However, the site is very popular."

Unnersaker said his staff's long-term goal is to establish Macworld Norway as the leading site for information on Apple and Apple-related products. "Our first goal will be to establish a readership of 5,000 weekly users, increasing to 12,000 within 12 months," he said. "This is a new audience for us, and promoting other IDG brands on Macworld will also eventually help us to increase the audience on our other sites."

Unnersaker's team aimed to keep expenses modest to minimize the risk of the new venture. The site was built using Wordpress, which Unnersaker said made it possible to develop the entire site "in just a couple of days." IDG Norway is promoting the site in its publications and on its Web sites, through Google and syndicating tests with Norway's largest Web site, www.vg.no. Content will come from both IDG Norway's sites and translations of articles from other IDG sites.

The site currently consists of news, tests, tips and tricks for the iPod, Mac, iPhone and Apple TV and, as a humorous touch, a "Macworld 20 Years Ago" section that illustrates how much prices have fallen and how much the technology has improved.


Macworld
HØGSKOLESTUDIER
Internettdesign med prosjektledelse
IGM
Macworld
// forsiden
Første møte med Illustrator
3G

The Macworld Norway team is aiming for 5,000 weekly users, increasing to 12,000 within 12 months.

"We are encouraging readers to provide tips and tricks, and we are also inviting readers to share their knowledge of and best practices for corporate use of the Mac platform," Unnersaker said. "It's very easy to comment on articles, and we try to facilitate a discussion with our readers, giving quick responses and asking our readers for their opinions."

Advertisers have been "very positive," Unnersaker said, and the site is almost sold out. Some advertisers experience click rates of more than 1%, which is five times better than we imagined," Unnersaker said.

Go to www.Macworld.no or contact Bjørn Unnersaker at bjorn.unnersaker@idg.no. WU

Norwegian firsts

In 1983, IDC established an office in Norway, and the new IDG subsidiary launched its first local publication, Computerworld Norge.

noteworthy people

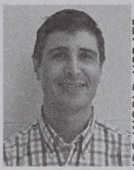
New employees

Mantel

New at IDG Netherlands is **Herman Mantel**, B2B enterprise manager for Webwereld, InfoWorld and Computerworld. He was previously a marketing manager for online, events and print with VNUMedia. He holds an B.A. in communication from InHolland. Outside the office he enjoys kitesurfing, travel, fitness and motorbiking. *hmantel@idg.nl*

van der Meer

Previously an intern with IDG Netherlands while she was attending graphics school, **Monique van der Meer** joins the company full-time at its new traffic assistant. "I learned a lot, and we have a lot of fun, so I like to work for IDG," she said. Her interests outside the office include spending time with friends, sports and watching TV. *mvandermeer@idg.nl*


Levine

IDG WORLD UPDATE

Matt Levine joins IDG Entertainment as a regional sales manager. He was previously national accont director with Hanger Network. A graduate of the University of California/Santa Cruz, he holds a B.A. in sociology. In his free time he enjoys surfing, golf and spending time with young daughter Naia. *matt_levine@gamepro.com*

Ferrua

IDG WORLD UPDATE

A recent graduate of San Diego State University with a B.A. in art with an emphasis on multimedia, **Brandon Ferrua** joins IDG Entertainment as an associate Web designer. Away from the office he enjoys playing guitar and sports. *brandon_ferrua@gamepro.com*

Marta Muñoz Méndez-Villamil joins IDC U.K. as research director, Consumer Communications and Multimedia Services. She was previously principal analyst and service manager, Wireline Strategy with Ovum Ltd. U.K. She holds a B.S. in economics from Spain's Universidad Autonoma de Madrid and enjoys scuba diving, dancing and cooking. *mmunoz@idc.com*

Returning employees

Johnson

Once VP, Customer Experience Research with IDC, **Bob Johnson** returns to IDG as VP, Engagement Optimization Practice with IDG Connect. "Bob will now be applying his customer behavior knowledge base to our new range of Content Optimization and Engagement Intensity Index products," said **Frank Cutitta**, IDG Connect general manager. "His responsibilities will include expanding our current content audit business both in the U.S. and in partnership with the newly formed IDG Connect Europe. Bob has already conducted more than 200 content audits for IDG Connect, all contracted by some of the world's leading global IT vendors. He is also being called upon to develop prescriptive measures for clients and agencies, which include incremental revenue through new custom content and delivery mechanisms." *bob_johnson@idg.com*

Johnstone

IDG WORLD UPDATE

Carol Johnstone, a Showcase account manager for Macworld earlier in her career, returns to IDG as a Marketplace account executive with PC World and Macworld. In the interim she worked for a Web-based video advertising startup. She holds a B.A. in theater with a minor in French from San Francisco State University and enjoys scuba diving, hiking in Marin County (Calif.) and travel. She spent March traveling around Italy on a Eurail pass "and took the train wherever my little heart desired." *cjohnstone@pcworld.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Coming up

SANS Future Visions 2008
Tokyo
An IDG Japan event
July 1-2
Minato-ku, Tokyo
www.idg.co.jp/english

BioFuels World 2008
Water Xchange
IDG Japan events
July 9-11
Nishi-ku, Yokohama
Japan
www.idg.co.jp/english

IT Roadmap
A Network World event
July 16
Atlanta
www.networkworld.com

IDC's IT Security, Storage and Business Continuity Roadshow
July 16
Lagos, Nigeria
www.idc-cema.com

IDC's IT Security, Storage and Business Continuity Roadshow
July 23
Nairobi, Kenya
www.idc-cema.com

IDC's IT Security, Storage and Business Continuity Roadshow
July 24
Johannesburg, South Africa
www.idc-cema.com

LinuxWorld Conference & Expo
Aug. 4-7
San Francisco
www.linuxworldexpo.com

Next Generation Data Center
Aug. 4-7
San Francisco
www.ngdcexpo.com

IT Roadmap
A Network World event
Aug. 12
Seattle
www.networkworld.com

IDC's IT Security, Storage and Business Continuity Roadshow
August 25
Cairo, Egypt
www.idc-cema.com

Business Intelligence Perspectives
A Computerworld event
Sept. 8-10
Phoenix
www.biperspectives.com

IDC's IT Security Roadshow
Sept. 10-11
Vienna, Austria
www.idc-cema.com

SOA Executive Forum
An InfoWorld event
Sept. 16-17
New York City
www.infoworld.com

The Security Standard 2008
A Network World event
Sept. 16-17
Chicago
www.networkworld.com

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

25
Derek Hulitzky *Computerworld*

24
Mitch Betts *Computerworld*
Rick Buroni *Computerworld*

22
Pim Bilderbeek *IDC Benelux*
Jim Falanga *IDG*

21
Gary Anthes *Computerworld*

19
Francisco Sanchez *IDG Spain*

14
Arantxa Garcia *IDG Spain*

13
Simon Jary *IDG U.K.*
Monica Sambataro *Computerworld*
[illegible]mmie Hung Clark *Computerworld*

12
Peter Tripodi *PC World Central Services*

11
Johanna Ambrosio *Computerworld*

10
Mario Apicella *InfoWorld*
Bob Rawson *Computerworld*

9
Joanne Tilson *IDG Global Solutions EMEA*

8
Kathy Sin *IDC Hong Kong*
Valerie Soh *IDC Singapore*
Dana Basilone *IDC*
Eri Meyer *IDC*
Galen Gruman *InfoWorld*
Tom Sullivan *InfoWorld*

7
[illegible]za Wee *PC World*

6
Marcus Wilkinson *Macworld U.K.*
Jason Snyder *InfoWorld*

5
Margaret Banaghan *IDC Australia*
Aaron Jones *PC World*
Jane Evans *InfoWorld*

4
Donna Burch *IDC Canada*
Robert Fleming *IDC*

3
Ji-Sun Chai *IDC Korea*
Ae-Lee Kim *IDC Korea*
Nancy Felsheim *Computerworld*

2
John Harrison *CXO Media*
Judy Cloutier *Enterprise Services Group*
Erika Garcia *IDC Mexico*
Jennifer Doran *IDC*
Angelique Evans *PC World Central Services*
Stacy Buchanan *Computerworld*

1
Kristin Burnham *CXO Media*
Brett Ferry *CXO Media*
Richard Hartman *CXO Media*
Valerie Galluzzo *Online Publishing Group*
Suim Roh *IDC Korea*
Esther Gan *IDC Malaysia*
Karina Rodrigues *Now!Digital Business Ltda.*
Thomas Watz *IDG Sweden*
Johan Blom *IDG Sweden*
Donna Geary *IDG Global Solutions EMEA*
Christopher Parisi *IDG Entertainment*
Olga Rybak *IDG Communications*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

The 25th IDG Photo Calendar Contest is now under way!

Check those camera batteries and take a chance at winning money and worldwide fame in the 25th Annual IDG Employee Photo Calendar Contest. The calendar adorns IDG business unit offices and cubicles around the globe. Read on, and perhaps you can be part of the 2009 edition.

Twelve photos will be selected; first, second and third prize winners will receive $300, $200 and $150, respectively. Here's what to do:

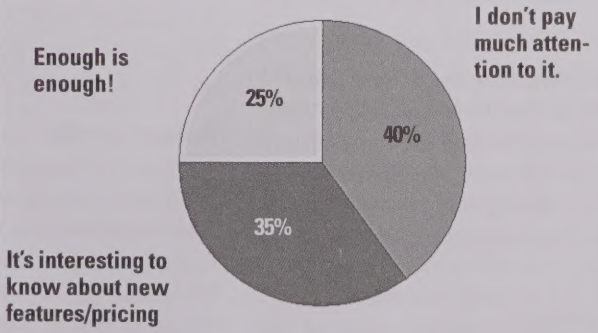
- You may submit up to two color or black-and-white digital images, prints or 35mm slides on any subject. Photos may be taken with a film camera or a digital camera. If you submit an electronic image, it must be a large, high-resolution file of at least 240 dpi. Smaller files cannot be accepted as they will not reproduce well in the calendar.
- Photos may be vertically or horizontally oriented. No panoramic-width photographs can be accepted.
- Each entry should be clearly labeled with your name, business unit, telephone, fax number and e-mail address. If submitting electronically, please be sure to include this information along with the file. If submitting a traditional print, a business card taped to the back works well. Please do not write directly on the back of your photos.
- Please be sure to include a title for your photograph(s).
- Entries must be received by **Sept. 12, 2008**.

Send photos to: IDG World Update, Photo Calendar Contest, 3 Post Office Square, 4th floor, Boston, MA 02109 U.S.A. or world_update@idg.com. Please note: photos will not be returned.

IDG employees will be able to select the 12 photo winners by voting for their favorites on IDG Central in late September. Good luck!

Question of the Week results for June 16

How do you feel about iPhone publicity?



Log on to www.idgcentral.com to vote on this week's question:
When was the last time you did your banking with a bank teller?

celebrating 10!

Name
Elisa M. Della Rocco

Home
Fanwood, N.J.

Career at Network World
Joined April 1997 as a Regional Sales Manager. Moved on to Regional Account Manager to Senior Regional Manager to Regional Account Director with a major shift now focusing on selling and managing online programs.

Current responsibilities
I am responsible for print and online sales within my territory on the East Coast. I work with many large agencies in New York, Chicago and Atlanta on accounts such as Oracle, Sun, Dell, Intel, CDW, CA, Xerox, Alcatel-Lucent and more.

Most challenging part of your job
Winning business back after a client informs you they have not recommended your publication or site, but that is really when it all starts. When you turn a client's decision around in your favor it becomes the most rewarding part of my job.

Career highlight
I have many highlights but two that really stick out are winning two sales contests that earned me two separate trips to Italy. The first was to attend the Network World Global Sales Meeting in Milan, Italy, based on territory sales growth year over year. The second trip was for a Team Leader Collaboration Award for a pan-IDG program that included investments in multiple business units.

I joined IDG because
I knew the company was the best in its category as a client at Ogilvy & Mather working on the IBM business. I worked with so many talented sales reps and publishers across the IDG publications that I wanted to surround myself with the best in the industry so I could learn a great deal and have a great product to represent.

Best compliment you've ever received on your work?
I have had clients tell me that they really enjoy working with me and always appreciate my timeliness in following up, attention to detail and understanding their needs. It's a great feeling when a client compliments you directly and provides great satisfaction in the job you are doing.

Favorite celebrity encounter
When I was out with clients in SoHo in New York City, I was sitting right next to Julia Roberts.

IDG Chairman ***Pat McGovern*** *hosted Network World Regional Account Director* ***Elisa Della Rocco*** *at a recent dinner celebrating her years of service to the company.*

Outside interests
I really enjoy spending time with my children [Christian, 7; Ryan, 5; and Sofia, 2] and my husband, Todd. I also really enjoy playing and watching sports, specifically figure skating as I was in the 1987 and 1988 U.S. Nationals at the Senior Ladies division. I also enjoy watching NCAA and NHL ice hockey games as I played at Boston College on the women's team after retiring from my figure skating career. I am also very committed to my son's New Jersey Devils Youth Hockey Mite team. Additionally, I also enjoy traveling and look forward to many more trips with my family to places we have not yet been.

Retirement dreams?
When I retire, I hope to have a home near the ocean or a beautiful lake. Hopefully, I'll be able to improve my golf game and enjoy playing again. With three kids, there is no time for golf these days.

Manager's profile
"Elisa is an amazing sales rep with outstanding internal and external relationships. Her excellent work has helped Network World put a tremendous amount of publications out of business. I am always amazed by her tenacity and ability to effectively do her job as well as have a beautiful family life."

– Sandra Kupiec, VP/associate publisher, Network World

and finally...

The editors of IDG World Update would like to thank the following people who assisted with this issue:

Eva Au *IDC Asia/Pacific*
Amy Catalogna *IDC*
Kitty Fok *IDC Asia/Pacific*
Letchmy Ganapathy *IDC Asia/Pacific*
Morten Hansen *IDG Norway*
Joan Jolley *IDC*
Pham Ngoc Tram Anh IDG Vietnam
Tatiana Hinova *IDC CEMA*
Bjørn Unnersaker IDG Norway

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 Web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG also publishes more than 300 magazines and newspapers in 85 countries. IDG's media brands include CIO, CSO, Computerworld, GamePro, InfoWorld, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, Entertainment for All Expo (E for All), Storage Networking World and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events. More details at http://www.idg.com.

IDG WorldUpdate

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WWW.IDGCENTRAL.COM

IDG celebrates 25-year partnership with Finnish licensee

David Hill characterizes Talentum relationship as a "model partnership"

Earlier this month IDG honored its longest-standing licensing partner at the European Managers Meeting in Helsinki. Talentum Media Oy's 25-year relationship with IDG actually predates the company's establishment of a formal licensing department, which was launched in 1988 under the leadership of **David Hill**, president and CEO of IDG International Publishing Services.

Timo Tolsa, then editor at Talentum, was making plans with the Finnish Data Processing Association to launch a new publication for local IT managers called Tietoviikko. At about the same time, Heikki Lehmusto, then CEO of Talentum, attended a FIPP confererence in Washington, D.C., where he heard IDG Chairman **Pat McGovern** speak about Computerworld. He arranged a meeting with McGovern, which eventually resulted in the creation of IDG's first license agreement and in January 1983, Tolsa headed up the launch of Tietoviikko.

Several years later, when McGovern asked Hill to set up a formal licensing program for IDG, "I inherited this relationship with Talentum," Hill said. "From the beginning the Finns have been outstanding partners and in many ways IDG owes the success of its licensing program to them. When I went looking for new partners with whom to establish licensing relationships, they were the standard against which I judged all others."

JIM SULLIVAN

*IDG International Publishing Services' **David Hill** (l) presents **Timo Tolsa**, the founding editor of Tietoviikko, with an engraved silver clock to mark the 25th anniversary of the companies' publishing partnership.*

Commenting on why the IDG/Talentum partnership

continued on page 2

> *"When I went looking for new partners with whom to establish licensing relationships, they [Talentum] were the standard against which I judged all others."*
>
> — *David Hill, IDG International Publishing Services*

ITworld relaunched as IT information-sharing site

Site promotes open content exchange between IT execs, vendors, users

ITworld has had a variety of iterations and owners in its nine years, but it is embarking on a brand-new path with a community emphasis at the forefront.

Launched by IDG in 1999 as an editorial site, ITworld's original direction was as a problem-solving network for IT professionals. In 2003, a majority stake in the division was sold to a management team that, in turn, formed Accela Communications, and the site changed its focus to provide integrated, Web-based marketing solutions. In July 2007, IDG reacquired the ITworld network of six sites and its database of names of several hundred thousand IT professionals. ITworld is maintained as a stand-alone brand.

Throughout its history, the site was never shuttered. However, when IDG reacquired the site from Accela last year, "we took the opportunity to step back, look at what we were doing and figure out what niche we wanted to fill," said **Jodie Naze**, ITworld director. "It was a great opportunity."

ITworld.com was relaunched June 20 and is a completely revamped site that offers IT influencers a unique atmosphere for information sharing, "Unlike most IT sites that push content to visitors, the site is set up as an open exchange that allows IT professionals, technology vendors and other industry experts to participate in creating content around the topics they're passionate about." Naze said. While the site will cover all IT subjects, "the focus will be on the hottest topics of the day — the issues that are generating serious buzz in the indus-

continued on page 5

Inside this issue

Computerworld wins ABM award for online media kit *page 2*

One on one: Computerworld VP/Partner Content Strategies Bill Laberis *page 3*

Danish IDC, IDG companies co-produce CIO event *page 4*

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newsworthy

in brief

Computerworld's innovative online media kit wins ABM award

HOWARD SHOLKIN

(From left): IDG Corporate Sales Director, Integrated Product Management ***Mo Barrett****; IDG Corporate Sales VP of Business Development* ***Charles Lee****; IDG Corporate Sales Director, Business Development* ***Kate Zinn****; Computerworld/InfoWorld VP, Marketing* ***Matt Duffy****; IDG Corporate Sales Director of Program Development* ***Jeremy Rueb****; IDG Communications Senior VP Sales and Marketing* ***Matt Yorke****; IDG Corporate Sales Program Manager* ***Carol Venezia****; IDG Corporate Sales Director of Business Development* ***Melinda Reilly****; and Network World Regional Account Director* ***Jacqui DiBianca****.*

Computerworld took home the award in the Online Media Kit category of the American Business Media Achievement Awards at a ceremony at the Union League Club in New York City last month. IDG Corporate Sales VP of Business Development **Charles Lee** was also a finalist for the Custom Media Innovator of the Year award.

Write to matt_duffy@computerworld.com.

Conference attendee, visitor numbers grow for Banking Vietnam

IDG Vietnam and Indochina Managing Director ***Tam Le*** *(left), participated in a panel with Nguyen Minh Hong, vice minister, Ministry of Information and Communication; Do Trung Ta, ICT special envoy to the prime minister and vice chairman, ICT National Steering Committee; Nguyen Van Giau, governor, State Bank of Vietnam and Nguyen Toan Thang, deputy governor, State Bank of Vietnam.*

Banking Vietnam 2008, held May 21-23 in Hanoi, continued the growth trend set by its six predecessors, doubling in size from last year's event and drawing more than 1,000 conference attendees and 2,000 exhibition visitors.

Organized by IDG Vietnam, the State Bank of Vietnam and the Informatics Technology Department of Banking, the event enabled banking and IT professionals to meet and discuss innovative banking technologies and new business processes. One main theme of the conference program, which featured more than 30 speakers, focused on enhancing competitive advantage for banks by applying technology to areas such as management and customer service.

The show floor, which had more than 40 exhibitors, included displays of new multifunctional ATMs that provide such services as foreign exchange as well as basic deposit and remittance. A new Hands-On Lab enabled visitors to experiment with software and devices to improve their understanding of security technology.

As a means to continue information-sharing beyond the conference, the Banking Finance Technology Community (BFTC) forum debuted at the event. The discussion forum, www.bftc.vn, will enable members to have flexible and open discussions about the latest technologies and share best practices in implementing IT projects. The site will also include webcasts, news and access to IDG conference proceedings. BFTC is co-founded by IDG Vietnam and the country's Information Technology Department of Banks.

Write to IDG Vietnam PR Executive ***Pham Ngoc Tram Anh*** *at anh_pham@idg.com.vn.*

Talentum Media

continued from page 1

Antti Oksanen *currently serves as IDG's primary liaison at Talentum.*

has thrived over the past quarter century, Hill noted, "Each side brought to it their strengths, and two plus two made five. It is the model of how an IDG partnership should work. Talentum brought expert knowledge of the local market, high-quality local products and a strong local team. IDG brought high-quality international content, global sales, the reputation of our brands and a steady stream of global insight on what was happening in the markets. The two together are unbeatable."

"Over the last few years, our cooperation has concentrated on product development and especially new online concepts and formats," noted **Antti Oksanen**, Talentum's director of online content, who has been responsible for the IDG partnership since 2005. "IDG is the leading international company in this field. As a result of this partnership, we have been able to test and localize these new concepts in Finland," Oksanen said.

In addition to Tietoviikko, Talentum also publishes Mikro PC (PC World) under license to IDG and CIO (twice yearly in print) and its affiliated Web site CIO.fi.

At the meeting, McGovern presented Talentum CEO **Juha Blomster** with an engraved silver clock. Hill then recognized the three executives who have served as IDG's primary liaison at Talentum over the years and presented them with engraved clocks as well,beginning with Ulla Takala, then Tolsa and, most recently, Oksanen.

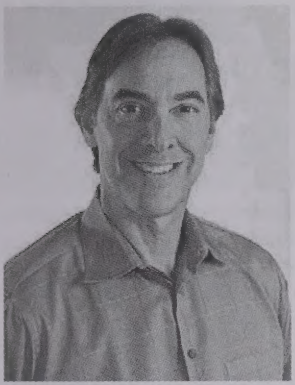
Contact Antti Oksanen at antti.oksanen@talentum.fi.

the interview

one on one

Bill Laberis

The VP of partner content strategies at Computerworld is this week's columnist. Reach him at bill_laberis@idg.com.



"The hardest thing is reinventing yourself. That spirit of continual self-examination and continuous change remains at IDG. Meanwhile our competitors seem confused, confounded and often reactive."

Q Can you briefly explain your key responsibilities as VP of partner content strategies?

A IT vendors have an appetite for custom content that absolutely is growing. The reason is simple. They all have large sites, sometimes multiple sites. They are every bit as eager for traffic to those sites as we are to ours. Like us, they know the key to a successful site is peerless content. They can create it themselves — which is not necessarily their core competency — or they can work with a specialist who knows the IT market intimately and how to create excellent content for that market. And with tight budgets today, they often are in the hunt for strategic content partners to do the work for them. As the former editor-in-chief of Computerworld for 10 years and former president of my own custom content company for 11 years, that specialist would be me, and the partner is Computerworld — hopefully!

Q What has changed the most in the custom content area over the years?

A The funding for custom projects is increasingly found in discrete product groups. That means establishing deeper, strategic relationships within these groups. The most obvious change ,though, is the lessening importance of print and the meteoric rise in online custom opportunities. The really great thing about this change is the ability to distinguish oneself from other custom competitors with imaginative, creative integrated online programs that can drive leads and build branding. We have a superb Account Services team with an uncanny ability to drive targeted leads to our clients. Print just didn't offer that flexibility. What hasn't changed is the demand for custom content that is of the highest possible quality, credibility and integrity. No, it isn't pure editorial and should never be confused with that. But it still must have significant reader value.

Q What kinds of projects or products do you actually produce?

A We do some custom print projects, which certainly have a purpose. Online we produce a wide variety of content assets, including microsites that contain Computerworld-produced custom content as well as vendor content. We produce audio and video webcasts. With our newly built video studio, we are scratching the surface of custom video productions, though I don't think anyone knows exactly where that will lead us. On the events side, custom virtual conferences may be the next big thing, along with pure editorial virtual conferences. What we may be witnessing here is a product of the economic times, with IT managers staying closer to home but still — as always — in need of massive amounts of quality content. If you can't get to it by traveling as much as before to resort-style conferences, maybe the next best thing is the virtual Internet conference or trade show.

Q How do you get involved with a client?

A For lack of a better phrase, I am a trusted advisor. But make no mistake — when I left editorial years ago, I crossed over to the sales and marketing side, albeit in a new dimension. I go on sales calls but what I'm selling is our IT intelligence, our custom-content integrity, our tremendous pan-IDG resources, and my insights into the vendors' challenges.

Q Do you ever collaborate across business units if that's what the client wants or needs?

A Absolutely. I currently have the privilege of working with the stellar custom group at CXO Media on a huge AMD-sponsored integrated project. My group creates all the custom print media for PC World. Until recently I produced a custom magazine for Network World for F5 Communications. And I work a lot with **Charles Lee** and his exceptional team at IDG Corporate Sales. We frequently draft IDC analysts for our webcasts. I'd love to partner with some of our international affiliates if the right opportunity arose.

Q You left IDG 11 years ago and returned almost two years ago in your current role. What stands out for you, both in terms of what's changed and what's stayed the same?

A A long time ago I asked the then-CEO of Unisys, Jim Unruh, why so many minicomputer companies made the same mistakes and collapsed. He said something I'll always remember. "The hardest thing to do in business is to take an action that is contrary to what made you successful in the first place." That is, the hardest thing is reinventing yourself. That spirit of continual self-examination and continuous change remains at IDG. Meanwhile, our competitors seem confused, confounded and often reactive. CNET sold to CBS. Ziff is financially on the ropes. CMP subdivided itself last year for possible sale. Resumes from current TechTargeters are everywhere. But IDG was here at the start, and it will be here tomorrow because the company is committed to this market and it isn't afraid to look into the future and respond proactively, even when it hurts. We are all the better for that. IDG remains an exceptional place to work. Don't take my word for it. Just read the World Update week after week and see all the 10-, 20- and 30-year people we have. WU

Danish IDC, IDG companies co-produce CIO program

Well-known CIO of the Year event serves as platform to showcase strengths

The third annual CIO of the Year conference and awards ceremony, held in Copenhagen on June 10, was not only an event but a shining example of how intercompany cooperation can yield profits, prestige and a platform for future sales.

IDG Denmark and IDC Nordic collaborated with the Danish CIO Association on the day-long conference, which drew 130 attendees, and an evening awards dinner. IDC was primarily responsible for the agenda, and IDC Nordic Managing Director and Group VP/IDC EMEA **Per Andersen** gave the keynote address. IDG chaired the conference and managed logistics, delegate contacts and online services, and the two companies split marketing and sponsor support.

"At IDG Denmark, we often cover IDC events in Computerworld — both online and print," said CW Denmark Editor-in-chief **Jan Horsager**. However, the CIO of the Year "shows our customers, users and the Danish IT community in general what IDG is about by combining our core competencies in a high-profile event, creating an even more trustworthy platform for generating leads and selling our different products. Working together is an excellent opportunity to strengthen relations between our two branches of the company."

CIO of the Year has always been profitable. SAS has been a major sponsor throughout, and PriceWaterhouseCoopers signed on this year as well. Dansk IT, a broad-based organization of IT professionals, was also a partner. For the first time, organizers established a media partnership with one of the country's biggest media organizations, Berlingske Tidende, which publicized the event and its content to a larger audience than ever.

Nominations for CIO of the Year are evaluated by a panel of judges that include Andersen, Horsager, three corporate executives and a university professor. Key criteria are outstanding strategic management, IT management and leadership. This year's winner was Niels Molzen, CIO of the Danisco, one of the world's largest producers of food ingredients. Four others received honorable-mention recognition.

*In the Hard Talk segment of the conference, Computerworld Denmark Editor-in-chief **Jan Horsager** (left) moderates a discussion between CEO Allan Søgaard Larsen (right) and CIO Torben Burberg from Falck, the Danish provider of emergency assistance and healthcare services.*

The conference generally focused on the role of the CIO and how it may evolve, and the alignment of business and IT strategies. Several presentations looked at the balance between focusing on short-term operational priorities versus long-term strategic business development. Discussions also addressed how IT is a supporting tool in some companies while it is the product or integrated in the product in other organizations.

Computerworld Danmark not only reported on the conference and awards but incorporated content about the winners' experiences, lessons learned, results and in-depth analysis of the company's organization and IT strategies.

Write to pandersen@idc.com or j.horsager@idg.dk.

IDG Hungary organizes CIO conference and awards

*(L-R): Microsoft Hungary Managing Director László Drajkó, IDG Hungary Managing Director **István Biró** and IT In The Clear Managing Director and CIO Executive Council member Ray Schmidt, the keynote speaker.*

IDG Hungary's Computerworld Szamitastechnika recently used its biggest chief information officer conference ever to introduce its CIO'08 issue and announce the third annual Chief Innovation Officer awards. The two-day event, titled "A Symphony of Changes," drew more than 200 attendees to the Hotel Azur on Hungary's Lake Balaton in April. Sponsors included the Hungarian Ministry of Economy and Transportation, the Hungarian Outsourcing Association and the Technical University of Budapest. The U.S. CIO Executive Council was the primary patron. *Write to **Istvan Biro** at ibiro@idg.hu.*

Coming up

IDC's IT Security, Storage and Business Continuity Roadshow
July 16
Lagos, Nigeria
www.idc-cema.com

IDC's IT Security, Storage and Business Continuity Roadshow
July 23
Nairobi, Kenya
www.idc-cema.com

IDC's IT Security, Storage and Business Continuity Roadshow
July 24
Johannesburg, South Africa
www.idc-cema.com

LinuxWorld Conference & Expo
Aug. 4-7
San Francisco
www.linuxworldexpo.com

Next Generation Data Center
Aug. 4-7
San Francisco
www.ngdcexpo.com

IT Roadmap
A Network World event
Aug. 12
Seattle
www.networkworld.com

IDC's IT Security, Storage and Business Continuity Roadshow
August 25
Cairo, Egypt
www.idc-cema.com

Business Intelligence Perspectives
A Computerworld event
Sept. 8-10
Phoenix
www.biperspectives.com

IDC's IT Security Roadshow
Sept. 10-11
Vienna, Austria
www.idc-cema.com

SOA Executive Forum
An InfoWorld event
Sept. 16-17
New York City
www.infoworld.com

IDG

Current Jobs, Week of June 30, 2008

BU	Category	Title	Location	Contact	Email	Phone
Connell Communications						
	Sales	Online Sales Manager	Chicago IL	Sara Scogland	sara_scogland_idg.com	508-935-4161
Computerworld						
	Sales	Online Account Executive	Framingham, MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
CXO Media						
	Editor	Senior Editor for CSO	Framingham MA	P.Boyle	pboyle@cxo.com	508-935-4192
	EP	Conference Editorial Content Manager	Framingham MA	P.Boyle	pboyle@cxo.com	508-935-4192
	EP/Online Sales	Marketing Copywriter	Framingham MA	P.Boyle	pboyle@cxo.com	508-935-4192
	Marketing	Marketing Communications Coordinator	Framingham MA	P.Boyle	pboyle@cxo.com	508-935-4192
	Media/Pub/Printing	Group Services Manager	Framingham MA	P.Chisholm	pchisholm@cxo.com	508-935-4734
	Sales	Sales Development Manager	Illinois	P.Boyle	pboyle@cxo.com	508-935-4192
	Producer	Managing Producer	Framingham MA	P.Boyle	pboyle@cxo.com	508-935-4192
	Online	Web Producer	Framingham MA	P.Boyle	pboyle@cxo.com	508-935-4192
Financial Insights						
	Research	Research Director, Consumer Banking and Credit	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
Energy Insights						
	Sales	Inside Sales Representative	Framingham MA	Leah Barton	lbarton@idc.com	508-935-4336
Health Industry Insights						
	Consulting	Consulting Director, Health Industry Insights	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
Government Insights						
	Sales	Sr. Account Executive	Falls Church VA	Leah Barton	lbarton@idc.com	508-935-4336
IDC						
	Consulting	Consulting Manager, Personal, Document & Communications Technologies	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, IT Outsourcing and Utility Services	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Director, Risk Management	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Analyst, Enterprise Trackers	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, PC Tracker	San Mateo CA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Technology	Desktop Support Specialist	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Technology	Sr. Systems Administrator, Lotus Notes	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Research	Sr. Research Analyst, Product, Project and Portfolio Management Software	Framingham MA or San Mateo CA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Sales	Business Development Director	San Mateo CA	Susan Brown	sbrown@idc.com	508-935-4099
IDG						
	Training	Training & Development Coordinator	Framingham MA	B. Ramistella	beth_ramistella@idg.com	508-988-7871
IDG Corporate Services Group						
	IS	Technology Support Analyst	Framingham MA	B. Ramistella	beth_ramistella@idg.com	508-988-7871
	IS	Technology Support Analyst	San Francisco CA	J. Gardner	jillian_gardner@idg.com	508-935-4041
IDG Global Solutions						
	Sales	Director of Integrated and Custom Programs	San Francisco CA	Sara Scogland	sara_scogland_idg.com	508-935-4161
	Sales	Online Sales Manager	Framingham MA	Sara Scogland	sara_scogland_idg.com	508-935-4161
IDG International Publishing Services						
	Intern	Office Support Intern	Boston MA	Jillian Gardner	jillian_gardner@idg.com	508-935-4041
IDG Research Services						
	Intern	Marketing Research Intern	Framingham MA	Jillian Gardner	jillian_gardner@idg.com	508-935-4041
IDG Syndication & Networks						
	Sales	Account Director (East Coast)	New York City NY	B. Ramistella	beth_ramistella@idg.com	508-988-7871
	Sales	Account Director (West Coast)	San Francisco CA	B. Ramistella	beth_ramistella@idg.com	508-988-7871
InfoWorld						
	Editorial	Community Editor	San Francisco CA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Sales	Sales Director	San Francisco CA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
Network World						
	Custom	Custom Marketing, Project Manager	SF or Southborough	E Cormier	ecormier@nww.com	
PC World						
	Editorial	Editor in Chief	San Francisco CA		jobopps@idg.com	
	Editorial	Assistant Editor	San Francisco CA		jobopps@idg.com	
PC World/Macworld						
	Editorial	Executive Producer, Products	San Francisco CA	http://careers.idg.com		
	Editorial	Senior Ad Trafficker	San Francisco CA	http://careers.idg.com		
WEC						
	Marketing	Macworld Conference & Expo Marketing Manager	Framingham MA	Sara Scogland	sara_scogland_idg.com	508-935-4161
	Sales	Sales Manager	Framingham MA	Sara Scogland	sara_scogland_idg.com	508-935-4161

Go to http://careers.idg.com to view all current job opportunities at IDG

Nailing it

"The Online Publishing Group took only four months to build the ITworld site using internal resources," said **Martha Connors**, VP and general manager of CXO Online Media and Computerworld.com. "Design, production and development focused hard and nailed this. To launch a new Web site from the ground up is not easy, but with all the teams involved this was, as someone told me, 'the smoothest new site launch' they'd seen."

Other key Online Publishing Group contributors to the ITworld.com site revamp not pictured below: Chief Technology Officer **Ray Anderson**, Web Producer **Valerie Galluzzo**, Executive Producer **Matt Goebel**, Audience Development Specialist **Jeannette Gonzalez**, Quality Assurance Engineer **Johanna Himes**, Director, Audience Development **Sean Nakamura**, Project Manager **Jennifer McCarthy** and Development Director **Aaron Valade**. Contributing on the sales side were InfoWorld and Computerworld Group Publisher, Online **Gregg Pinsky** and Computerworld.com VP/Associate Publisher **Sean Weglage**.

ITworld

continued from page 1

try."

She added that even though the idea of 'hot topics' isn't unique to ITworld, "our approach is to have the community drive what's hot versus what's been selected by an editorial team."

Industry topics are highlighted at the top of every page and are intended to be the technologies that are generating a lot of talk on the site. "We'll use these topics as a framework," Naze said. "They'll reflect what's top-of-mind for ITworld's community, and we'll develop content in these areas. The topics in the navigation bar will change as they go in and out of favor."

ITworld gives its audience a place to engage in conversations with vendors and industry experts. One conversation could be started by an IT professional hoping to share ideas about network access control while another may be a vendor sharing content about virtualization strategies. Regardless of who starts the conversation, it will be the ideal atmosphere for vendors who want to reach IT influencers about their areas of expertise and IT professionals who want to connect with vendors of interest as well as their peers.

The ITworld audience, says Naze, is made up of "hands-on IT influencers," largely at the enterprise level, "but the site will have a significant SMB focus, and we'll actively seek the SMB point-of-view."

"We're looking for personal stories, creative and interesting solutions to challenging problems, things that a contributor has had the chance to put into practice," she said. Vendor content will be solicited in a number of ways. Vendors may be asked to blog, host a Q&A on their particular technology or do a problem-solving series. "It's important to note that vendor content will be treated in the same way as other content — it will be mapped to the ITworld taxonomy so that it will appear alongside content from other sources and be contextually relevant. The goal here is to provide maximum value to the reader. The source of the content will always be clearly labeled so the audience always knows where the information comes from."

Any registered user can post content to the site, and there's a strong call to action on the site's navigation bar to do so. Visitors have a great deal of latitude in terms of what's acceptable, Naze said. "Just about anything IT-related is fair game: best practices, news stories, technical or management questions. We're asking readers to contribute by posting their own content, commenting on other posts, answering people's questions, providing another angle to a story, challenging assertions or just firing up a debate."

Site contributors can also promote themselves through a personal profile page, posting their photos, biography, relevant skills, projects they've worked on previously and ones they're working on now. There are also fun questions under the label "What makes me tick," including "What I'm reading now," "Ask me to do anything but…," "Words of wisdom" and others.

Besides sharing IT ideas and ideals, Naze said she and her team want ITworld to be fun and offbeat. "In addition to the practical, where-the-rubber-meets-the-road advice, we'll sprinkle whimsical items around," she said, "from gadget and book giveaways to drawings and competitions. We want readers to look forward to coming back, whether it's to solve a problem, connect with like-minded folks or just to fill some downtime with some of the humorous elements of the site."

Naze said the revamped site was built from the ground up: "New focus, design, technology — the works." The revamp also included a significant migration of more than 40,000 pieces of content from an outdated content management system. "The content, design, production and sales teams were equal collaborators on the project," Naze said, "and it made all the difference."

For more information contact Jodie Naze at jodie_naze@itworld.com.

CHRIS BRESNAHAN

*Key staff members involved in the relaunch include (center): **Jodie Naze**, director; and **Amy Bennett**, online manager; and (from left): **Kevin Gerich**, lead Web developer; **Presh Costales**, lead online designer; **Colin Lauver**, senior Web developer; **Dawn Petersen**, senior Web producer; **Bill Rigby**, director of account services; **Dave Gradijan**, associate Web producer; **Shaun Callaghan**, online producer; and **Stacy Buchanan**, online account specialist.*

noteworthy people

New employees

Carlson

Brian Carlson has signed on as editorial director and editor-in-chief for CIO.com. He was most recently director of content development and management at CMP Media. Brian has a degree in psychology and philosophy from the University of Vermont. Married last year to "my wonderful wife Cindy," he enjoys skiing, movies, books and music. *bcarlson@cxo.com*

IDC U.K. has hired **Francisco Jeronimo** as research manager with the European Mobile Devices group. He was most recently the Vodaphone and Open Market key account manager with LJ Portugal. He holds an M.A. in management from Portugal's University of Porto and has done post-graduate work in sales management at Lisbon University. In his free time he enjoys photography, scuba diving, cycling and travel — "I'd like to travel around the world one day." *fjeronimo@idc.com*

Web Developer **Emily Borgna** comes to Network World from Thomson Reuters where she was a software engineer. She holds a dual B.A. in computer science and English from the University of Rochester in Rochester, N.Y. *eborgna@nww.com*

PETER SHORT

Madden

IDC's Energy Insights division has hired **Catherine Madden** as a senior research analyst. She previously worked at Global Insight as a senior market analyst covering the oil and gas industries. A graduate of the University of Michigan/Ann Arbor, she holds a B.A. in history. Outside the office she enjoys running, hiking and reading. *cmadden@energy-insights.com*

Vijay Sundararaman joins IDC Asia/Pacific's Singapore office as a regional account executive. Earlier, he was an account manager with MediaRing Ltd., responsible for sales of corporate VoIP solutions and new business development. Vijay holds a B.E. in electrical and computer engineering from the National University of Singapore and enjoys reading, football and music. *vsundararaman @idc.com*

PETER SHORT

Nehila

Sarah Nehila has joined IDC Framingham as an analyst account manager, coming from her roles as an account representative with Lehrer & Madden Insurance and an account executive with Schwartz Communications. She holds a B.S. in communication from Boston University and in her free time enjoys travel, exercise and concerts. *snehila@idc.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

New ride share section on IDG Central

Has the price of gas got you reconsidering your commute? If you're looking to share travel expenses, post an ad in the new Ride Share section on IDG Central or see if someone from your region is looking to car pool. Any IDG employee in any locale can participate. Go to the Classified Ads section of www.idgcentral.com, under the Employee Resources tab.

IDG Training Blog invites readers to recommend good business books

IDG Director, Training and Development ***Laurie Butson*** *writes the IDG Training Blog on IDG Central. Here's a recent post:*

Remember back to grade school when you got a summer reading list? Well, we thought it would be fun to do something similar — although you won't be tested, graded or required to do any of the reading! We'd simply like to compile a list of "recommended readings" for anyone who's looking for a good business-related book to read at the beach this summer.

We're also looking to select our next IDG Book Club offering(s), and it will likely be one or two of the books on the summer reading list. (For those of you who aren't familiar with the IDG Book Club, we typically offer at least one book club meeting every few months or so in Framingham and San Francisco. It's a great opportunity to read a good book and discuss it with colleagues. And you get a free book!). Some of our past book club selections have included: *Blink*, *The CEO of Me*, *The Long Tail* and *Managing Transitions: Making the Most of Change*.

Here are a few ideas to get the summer reading list started (we'll see if these make it to the final list): *Spiral Up* by Jane C. Linder, *SuperMedia: Saving Journalism So It Can Save the World* by Charlie Beckett, and *Good to Great* by Jim Collins.

Help us compile our summer reading list. Anything business-related goes: management books, books about business or our industry, professional development books, life balance, etc. What business-related books have you read lately that you'd like to recommend to colleagues? Or what books have you heard great things about and would really like to read? We'll be working on our summer reading list and will post it on the IDG Training Blog at the beginning of July. Be sure to check back then to see the list and get a good summer read.

Submit your photos to the IDG Calendar Contest

The 25th Annual IDG Employee Photo Calendar Contest is now under way. Go to the home page of IDG Central for a link to the rules. The basics are:

- Submit up to two color or black-and-white digital images, prints or 35mm slides on any subject. No panoramic-width photos accepted.
- Each entry should include your name, business unit, telephone, f and e-mail address.
- Entries must be received by **Sept. 12, 2008**.
- Send to IDG World Update, 3 Post Office Square, 4th floor, Boston, MA 02109 U.S.A. or world_update@idg.com.

service [illegible]nniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

23

Keith Arnot *IDG U.K.*

22

Ken Hoyt *IDC*

21

Kim Schuberthan *IDC*

20

Harald Brechtl *IDG Germany*

19

Jan-Bernd Meyer *IDG Germany*
Hans Simon *IDG Germany*

18

Scott McLarnon *IDC*
Julio Vial *IDC U.K.*

17

Carel Schrama *IDG Netherlands*

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[illegible]vid Francis *IT World Canada*

15

Maud Ann Sarde *IDG Denmark*

14

Thomas Winter *IDG U.K.*

13

Randy Giusto *IDC*
Joan Young *IDC*
Irena Gorian *IT World Canada*
Karen Blythe *IDG Global Solutions U.K.*

12

Wolfgang Herrmann *IDG Germany*
Martin Seiler *IDG Germany*
Hans Ludwig *IDG Germany*

11

William Ganci *IDC*
Jill Lim *IDC Singapore*

10

Phil Odgers *IDC U.K.*
Claudio Checcia *[illegible]C Singapore*
Sabine Wittmann *IDG Germany*
Andreas Kroschel *IDG Germany*

9

Steve Phillips *IDC*
Abner Germanow *IDC*
Maud Gobron *IT News Info*
Renata Ramos *Now! Digital Business Ltda.*

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Mary Ann Daneke *IDC*
Dorothy Merullo *IDC*
Jason Armitage *IDC U.K.*
Jill Finger-Gibson *IDC U.K.*
Christian Merkel *IDG Germany*
Martin Behringer *IDG Germany*
Ines Walke-Chomjakov *IDG Germany*
Katharina Friedmann *IDG Germany*

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Meghan Mizoras *IDC*
Vince DeCastro *IT World Canada*
Manfred Bremmer *IDG Germany*
Rolf Roweekamp *IDG Germany*
Manfred Rosl *IDG Germany*
Scarlett Fritzova *IDG Germany*
Stefanie Kusseler *IDG Germany*
Pia Kuesters *IDG Germany*
Tobias Weidemann *IDG Germany*
Marjo de Jong *IDG Netherlands*

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Mesher Ma *IDG China*
Stephen Vass *IDC Singapore*
Masahiro Nakamura *IDC Japan*
Konstantin Christinakis *IDG Germany*
Andre Horn *IDG Germany*
Aico Turba *IDG Netherlands*

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Moises Fuentes *IDC Mexico*
Ole Evers *IDG Germany*

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Ramon Llamas *IDC*
Sandra Tubbs *IDC*
Julekha Khan *IDC Australia*
Aprajita Sharma *IDC Australia*
Elaine Lee *IDC Malaysia*
Cyrus Daruwala *IDC Singapore*
Reinaldo Roveri *IDC Brazil*
Uta Kruse *IDG Germany*

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Henrietta Herczeg *IDG Hungary*
Gábor Papp *IDG Hungary*
Eve Griliches *IDC*
Julia Gao *IDG China*
Jacob Villum Jensen *IDG Denmark*
Victor Lim *IDC Singapore*
Lam Nguyen *IDC Vietnam*
Fabiana Campos *Now! Digital Business Ltda.*
Michelli Miyai *Now! Digital Business Ltda.*
Kristina Johansson *IDG Sweden*
Eiji Sasahara *IDC Japan*
Yasuhiro Suzuki *IDC Japan*
Martine Res *IDG Netherlands*
Sander Koper *IDG Netherlands*

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Bridget Kester *IDC*
Jonathan Crotty *IDC*
Alexandra Kim *IDC*
William Pidgeon *IDC*
Ray Li *IDG China*
Peder Bjerge *IDG Denmark*
Felix Liu *IDC China*
Julieta Rodriguez *IDC Mexico*
Vanderlei Ferreira *Now! Digital Business Ltda.*
Aya Yaginuma *IDC Japan*
Rinke Visser *IDG Netherlands*
Rutger de Haan *IDG Netherlands*

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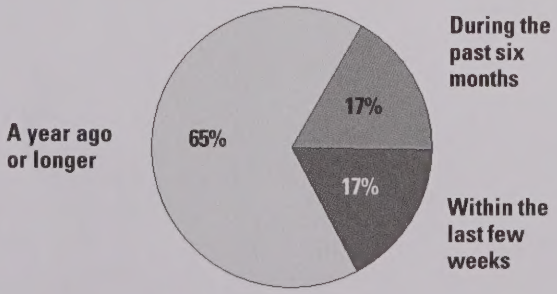
Szonja Odrovics *IDG Hungary*
Zsolt Patkó *IDG Hungary*
Simon Ellis *IDC*
Linda Luo *IDG China*
Jed Yang Gao *IDG China*
Sachin Rustagi *IT World Canada*
Randy Sng *IDC Singapore*
Elizabeth Chan *IDC Singapore*
Vincius Caetano *IDC Brazil*
Alejandro Sanchez *IDC Mexico*
Miroslaw Szyper *IDG Poland*
Felipe Ponzio *Now! Digital Business Ltda.*
Luiza Dalmazo *Now! Digital Business Ltda.*
Akiko Takei *IDC Japan*
Tom Jowitt *IDG U.K.*
Matthias Riedinger *IDG Germany*
Carsten Rauh *IDG Germany*
Jasper de Weerd *IDG Netherlands*

Question of the Week results for June 23

When was the last time you did your banking with a bank teller?



Log on to www.idgcentral.com to vote on this week's question:
What in your opinion is the single biggest environmental problem the world faces at this time?

celebrating 10!

Name
Julia King

Home
Ridley Park, Pa.

Joined Computerworld
May 1994 as a features writer to cover IT management trends.

Career path
Until about four years ago, I focused entirely on writing and editing, both news and features, covering a variety of beats. In my current role, which is a one-of-a-kind hybrid position, as Executive Editor, Events/National Correspondent, I continue to report and write. I also develop the agenda of Computerworld's annual Premier 100 IT Leaders Conference and leverage my relationships with IT executives and other sources to develop and moderate panels on current topics for several other CW events.

Three things I do in a day's work
- Make sure I talk to at least three CIOs or other IT executives.
- Scan the major newspapers, news and industry Web sites and industry blogs.
- Peel one of my cats off my computer keyboard.

What's kept you at IDG for 10 years?
The variety of work, the many opportunities to try new things and the professionalism, intelligence, talent and good humor of the people with whom I work.

Best way someone could compliment you on your work
Ask me to write a cover story or high-profile feature.

View from my work space
When I'm not traveling, I've always worked from a home office. My current view is of my garden.

Interests outside the office
Gardening. I'm a certified master gardener in Pennsylvania; rowing — my husband Phil built me a wooden sliding-seat scull; knitting; haunting flea markets and yard sales for interesting things to paint, glue, cut up and otherwise change to make new interesting things, mostly for the garden.

Family
My husband, Phil Maynard, and I have two children: Peter, 21, U.S. Navy, currently aboard the USS Momsen; and Emily, 19, a junior at Rutgers University.

What skill do you wish you had
I wish I could whistle because I often feel like whistling.

Favorite vacation spot?
Maine, Maine, Maine.

*Computerworld's **Julia King** recently celebrated her 10th anniversary with the company at a dinner with IDG Chairman **Pat McGovern.***

First job?
Walking Jigs, a neighbor's overweight Bassett Hound.

What it taught you?
To enjoy the quiet company of animals.

Retirement dreams?
To renovate a standing barn into an art space, garden workshop and boatbuilding shop.

Manager's profile
"I've been a star-struck Julia King fan since my days in Hong Kong, when I would marvel at her brilliant feature writing and take every opportunity I could to share her work with Computerworld Hong Kong's readers. One of the many thrills of coming to Computerworld in the U.S. was the chance to work directly with Julia, and to tap into her talents. If I had to choose one facet of her remarkable skill set that I value most highly, it would have to be the reasoned, knowledgeable, experienced approach she takes in assessing the needs of our readers and our events attendees, and in determining how our editorial resources can best serve those needs. Beyond that, her stature in the IT leader community is unparalleled, and I've gotten my foot into more than one door by dropping Julia's name. Her humor and good-hearted nature have made her a revered member of our editorial team and an absolute joy to work with."

— Don Tennant, VP/editorial director
Computerworld & InfoWorld

and finally

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Per Andersen *IDC Nordic*
Istvan Biro *IDG Hungary*
Jan Horsager *IDG Denmark*
Julie Lynch *Computerworld*
Antii Oksanen *Talentum*
Jodie Naze *ITworld*
Pham Ngoc Tram Anh *IDG Vietnam*
Howard Sholkin *IDG Communications*
Timo Tolsa *Talentum Media Oy*

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 Web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG also publishes more than 300 magazines and newspapers in 85 countries. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, Entertainment for All Expo (E for All), Storage Networking World and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events. More details at http://www.idg.com.

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WWW.IDGCENTRAL.COM

Three long-time managing directors honored at retirement fete

Don Kennedy, Bengt Marnfeldt and Gebhard Osterwalder stepping down

DAVID HILL

*(L-R): **Linda** and **Don Kennedy**, **Helen** and **Bengt Marnfeldt** and **Gebhard** and **Madeleine Osterwalder** at last month's retirement celebration during the European Managers Meeting in Helsinki, Finland.*

Three veteran IDG country managers with a combined tenure of 70 years will be retiring this year within months of each other. The three are IDG Switzerland Managing Director **Gebhard Osterwalder**, whose last day at IDG was June 30; IDG Sweden Chairman **Bengt Marnfeldt**, who also retired on June 30; and IDG Australia Managing Director **Don Kennedy**, who will remain in his post until the end of the fiscal year on Sept. 30. IDG Chairman **Pat McGovern** orchestrated a tribute to the trio at last month's European Managers Meeting in Helsinki, Finland, that included a video montage of photos of each man through his years at IDG, as well as a gift of a silver champagne bucket complete with ice and a bottle of Dom Perignon.

Kennedy joined IDG in 1986 as news editor with Digital News in Boston. In 1988, he and his wife Linda moved to Australia when he was named editor of Computerworld and Linda joined the staff of PC World and became editor of the publication within a year. In 1991, Kennedy was named managing di-

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Celebrating 10! Network World's Jacqui DiBianca *page 8*

IDG Entertainment serves as matchmaker for readers, industry

IDG Entertainment Media GmbH in Germany is in the process of broadening its traditional B2C business model to embrace the professional games developer audience as well. One way it has reached out to the professional games community is through an annual event called the Making Games Conference, which addresses programmers, artists, business developers and games designers. This year, the company used the conference to connect members of its two audiences, bringing 150 of its readers interested in careers in the gaming industry together with schools and companies looking to attract these people to their classrooms and offices.

Making Games Talents took place in June in Munich and featured a day-long program sponsored by five public and private universities and six games development companies each of which paid for the chance to meet and woo potential students and employees.

THE CREATIVE GAME AND 3D EXPERTS

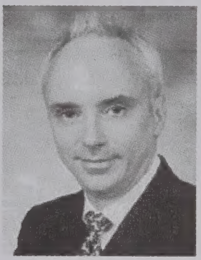
Selected GameStar and GamePro readers interested in a career in the games industry talked with representatives from German universities and game developer companies during last month's day-long conference.

The company's two gaming publications, GameStar and GamePro, used a simple online screening pro-

continued on page 4

IDC's Masiero, de Marcillac expand roles in new fiscal year

Masiero



de Marcillac

As part of its effort to drive growth in the new fiscal year, IDC has announced expanded roles and responsibilities for two senior executives, **Roberto Masiero**, president IDC EMEA & worldwide conferences; and **Philippe de Marcillac**, executive VP international business units.

In response to high demand from clients for tactical services, IDC is establishing a new Worldwide Conferences and Go-to-Market Services (GMS) line of business that will develop new global, integrated and flexible event and GMS offerings for customers worldwide. Effective Oct. 1, Masiero will assume the post of president, IDC International, where he will lead this new group's efforts as well as play a key role in expanding IDC's Insights businesses internationally. He will also serve as a high-level executive contact with IDC's customers worldwide, expanding the company's government relations and developing opportunities for IDC business units worldwide.

De Marcillac will be adding responsibility for overseeing IDC EMEA's sales, research and consulting businesses. Working with the current EMEA and international teams, he will focus on driving further growth in IDC's international research and consulting businesses, which are the company's core competencies and assets. He will continue to strive for quality improvements, product enhancements, even greater co-operation within IDC's international research organization and the sharing of best practices. His title will continue to be executive VP, international business units.

In announcing the changes to employees, IDC CEO **Kirk Campbell** noted, "I am confident that both Roberto Masiero and Philippe de Marcillac with their new and expanded management responsibilities will play key roles in driving further growth and success in IDC's key products lines of research, consulting, conferences, GMS and Insights. Please join me in congratulating both Roberto and Philippe."

Contact rmasiero@idc.com and pdemarcillac@idc.com. WU

Enter the IDG Photo Calendar Contest

Complete rules for the 25th annual IDG Employee Photo Calendar Contest are on IDG Central. The basics are:

- Submit up to two color or black-and-white digital images or prints. No panoramic-width photos.
- Each entry should include your name, business unit, telephone, fax and e-mail address.
- Entries due **Sept. 12, 2008**. Send to world_update@idg.com.

IDC ASEAN Directions debuts

IDC Malaysia staff pose with colleagues visiting from Thailand and Indonesia as well as the speakers for IDC ASEAN Directions 2008.

IDC's first ASEAN Directions event garnered a flurry of local media coverage in late April helping to strengthen the company's position as the premier market intelligence provider in the region. Held at the Shangri-la Hotel in Kuala Lumpur, IDC ASEAN Directions 2008 focused on market opportunity insights in Indonesia, Malaysia, the Philippines, Thailand and Vietnam.

Organized by IDC's Asia Pacific marketing team in Singapore led by Senior Marketing and Event Executive **Belinda Yap**, the day-long conference attracted more than 100 attendees and featured presentations by 15 IDC analysts and senior executives from both IDC and IDC's Insights groups in the region.

The conference offered two tracks: one focused on country-specific trends for the five ASEAN countries and one designed to showcase the company's Insights vertical market research in the region, explained **Selinna Chin**, managing director, IDC Malaysia, Indonesia, Philippines and Thailand. "The focus was on how technology advancements transform customers' businesses and how the ICT vendor community must transform itself to be competitive. One of the presentations focused on introducing five business models for transformation. We also focused our discussions on the opportunities and challenges in the individual countries in ASEAN and key verticals – namely the financial, manufacturing and government sectors," she said.

For more information, contact Selinna Chin at schin@idc.com. WU

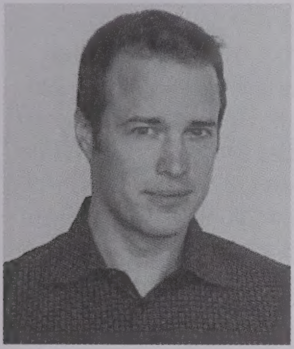
About Directions

- Launched in 1965, IDC has held its Directions conference for 43 years in the U.S.
- Each year, more than 1,600 people attend Directions U.S., which is held on both the East and West coasts.
- IDC U.S. Directions connects more than 350 clients/prospects to analysts each year in scheduled one-on-one appointments.
- In 2007, IDC added a half-day conference to precede Directions in San Jose. IDC's Industry Insights conference provides guidance on how to optimize industry go-to-market strategy with key analysis from the Health, Retail, Financial Services, Energy, Government and Manufacturing industries. In the past two years the event has grown to attract more than 300 attendees.

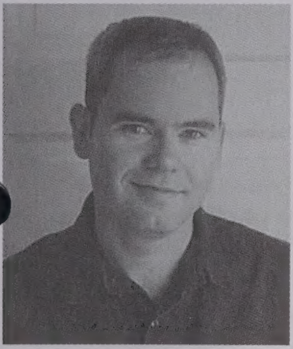
the interview

one on one

Derek Butcher** and **Ian Lamont
The VP/GM and the managing editor of The Industry Standard are this week's columnists. Reach them at derek@thestandard.com and ian@thestandard.com.



Butcher



Lamont

Part 2
More in the July 28 World Update on The Standard's prediction market, revenue model, awards program and the pros/cons of reviving a brand name.

The Industry Standard at-a-glance

Home www.thestandard.com

Parent company CW, IW and The Standard are individual P&L's reporting to **Matt Sweeney** as CEO.

Launched February 2008

No. of employees Six

Monthly page views 400,000

Unique visitors 180,000

No. of members 8,000

Visitor demographics 65% U.S; 35% outside U.S.

***Q* What's the mission of The Industry Standard, and what are some of its distinctive features?**

Derek Butcher: The mission of The Standard is to cover the online economy in a way that cuts through the noise of all the voices talking about this space. The Standard covers online/technology issues from a business perspective, which is an important space between traditional business-oriented publications like The Wall Street Journal or Forbes, and more tech-specific blogs like TechCrunch. In addition to The Standard's editorial, The Standard's prediction market provides an industry-wide reference point to help users know what important trends are emerging and where the online economy is headed. The power of the prediction market is in taking a large number of diverse voices and rolling them up into a unified statement about a particular issue.

***Q* What is your editorial strategy?**

Ian Lamont: The strategy and associated tactics have actually undergone several significant transformations, but the overall content strategy of focusing on the Internet economy and related technologies and trends has remained the same.

The original editorial plan was to form an "editorial collective" of technology and business pundits who could provide essay-style analysis of the issues of the day and some of the themes appearing in the prediction market. We began to move away from this in April — the content was not timely, it was very difficult to gain traction with readers, and it was extremely costly in terms of freelance fees and time spent recruiting writers and editing content.

Around the same time, we began to plan for longer, multipage features and slideshows that would appear twice every month, and, we hoped, result in large pageview gains. Of course, these types of features were expensive, too, and took huge chunks of time to commission, edit and prepare for launch. In addition, only one or two of them managed to really click with readers. At this stage, we have a relatively small dedicated readership who check the site every day or subscribe to newsletters, so we are extremely dependent upon external sites and communities for traffic. If they don't deliver, that can often mean very small returns on the large multipage features.

So we are now starting to phase out these really large features and will instead work on developing our daily news coverage and topical commentary. We are helped greatly by articles from the IDG News Service and sister publications, as well as a partnership with Venture Beat that allows us to republish their content, which we've used since launch. Plus, we have lots of great content from two new daily writers who started in June, and Online Editor **Chris Tompkins**, who is spending the summer with us between his first and second year at UC Berkeley's graduate program in journalism. These three concentrate on short-form content and analysis and are able to produce lots of material every day. We will continue to have longer pieces of analysis and short features from a few talented freelance writers I've identified, who have expertise in Web development, entrepreneurship and venture capital.

Going forward, I want to see stronger connections between our editorial content and prediction market, which forms the heart of our overall content strategy. There's also an opportunity to use technology to marry editorial content and the predictions.

***Q* What sites do you view as competitors?**

IL: As I see it, we currently have two types of competitors: prediction markets like Hubdub, and bloggy news and opinion sites like TechCrunch, ReadWriteWeb, and Silicon Alley Insider. According to Google Trends and other sources, we're doing quite well against the standalone prediction markets. I think our success there is due to us offering people an element that the standalone markets don't have: editorial content. Conversely, versus our editorial competitors, we offer something that TechCrunch et al do not have — the prediction market. However, our prediction market and community are still very small, and few outside sources (with the exception of the occasional financial discussion board) ever reference our prediction market. In other words, it's not yet an authority, and I really think it needs to be regarded as one to raise our profile. This requires making the prediction market bigger and the community more active, but external audiences also need to be educated about how prediction markets work and how effective they are at making accurate predictions.

We can also more effectively compete by improving our editorial coverage. I feel very confident about the major news that is available on thestandard.com. But to make us stand out, we need to exploit niches under the broad "Internet economy" umbrella. For instance, online advertising is an area that we need to stay on top of. Everyone reports acquisitions in this space, but very few sites cover the trends and emerging business models taking place in online advertising, which is surprising considering how important they are to future online development.

IDG Korea launches online news service, plans events

Online-only resource relies on IDG News Service; interactive features planned

IDG Korea launched its online news service (www.idg.co.kr) on July 1, the first phase of its Web development plans that include a more robust IT tech portal by October.

"Many Koreans in the IT industry have a hard time getting IT news because of the language barrier," said **Won-Sang Cha,** VP/Online Media at IDG Korea. "Through our Korean service of IDG's global network, it's going to be much easier for people in this market to follow global IT news and trends."

In addition to editorial content gleaned and translated from the IDG News Service (www.idgns.com), the site's "IDG TV" section uses approximately five video clips a week from the News Service's video library. Available to all business units worldwide, the library includes interviews with notable IT personalities, news reports from conferences, shows and other events, new product demonstrations and the weekly World Tech Update, a five-minute recap of the week's technology news. Scripts available with the videos enable business units to include voice-overs or subtitles in the local language.

The new Korean site also includes in-depth coverage of IT issues in the IDG Insight section and a career section with articles and job postings. Some local IT news content comes from Yonhap News, Korea's largest news provider. In October, the site will expand to include a product reviews service and add more interactive features including a section where users can write news articles and reviews -- on IT-related matters as well as fun topics, such as restaurant reviews in the Samsung-dong district of Seoul, where many IT companies are located — and interact with colleagues in related businesses.

IDG Korea's initial traffic goal is three million page-views per month through September. The site's main competitors are two local IT media sites, inews 24 and etnews, and ZD NET Korea, a CNET-licensed company.

Write to W.S. Cha at wonsang_cha@idg.com.

IDG Korea's events group to bring established brands to local market

Established this past February, IDG Korea includes a conference/events group that plans to launch branded events such as SaasCon, Next Generation Data Center, Green IT and LinuxWorld Conference & Expo.

Its first event will be the Convergence 2.0 conference for IT managers on July 15.

Making Games

continued from page 1

cess to recruit 150 young men and women interested in either studying game design, doing an internship or applying for an entry-level position at a games development company, explained **Gunnar Lott**, director online and new business at IDG Entertainment. Lott said interested candidates were asked to answer questions online, such as "Why do you want to attend?" "What have you done in this field before?" "I reviewed the responses myself and decided who to invite," Lott said.

Game Publisher Deep Silver, hoping to attract new talent, sponsored the networking barbeque at the IDG Germany offices following the day-long conference.

Because game development is a field where the need for talent outweighs the availability, "all game development companies in Germany have lots of vacant positions," Lott said. "We easily found enough schools and companies willing to pay for the right of access to this 150-strong talent pool." In fact, noted Lott, "we identified the top seven companies in the field, asked all seven and got six. A few days later, phone calls started coming from other companies asking, 'Why didn't you ask us?'"

The event took place at the IDG office. In the morning, each of the schools outlined its program; during the afternoon, the game development companies (including Crytek of Crysis fame) did everything they could to convince the young people of the benefits of working for their firms. The conference featured a small show floor where schools, companies and young people could connect.

"We also provided meeting rooms for those wanting to talk in earnest about employment or applications," Lott said. While he said they have not yet heard whether the event resulted in any of the attendees being offered jobs, the feedback from the sponsors was that there were many good candidates.

Students were required to pay a modest entrance fee of 19 Euros (approximately US$30). Each of the companies and schools paid a 900 Euro ($1,400) fee to participate; the main sponsors paid 3,000 Euros ($4,700). Sponsors included Microsoft, which promoted its XNA program and game publisher Deep Silver, which sponsored the networking barbeque party after the conference. Microsoft developer evangelist Dirk Primbs, delivered the day's keynote address.

According to Lott, the event turned a healthy profit with a margin well above 60%, was fun to organize and very well received by students and sponsors alike. He said the enthusiastic response from both constituencies has led them to plan repeat conferences; the next one is scheduled for October and a third will be held next April or May.

Contact Gunnar Lott at glott@idgmedia.de.

IDG enters content-sharing deal with Danish B2B site

IDG Denmark has created a new revenue stream through a partnership with Denmark's biggest business-to-business site, epn.dk.

As of late June, IDG began delivering content to the site's Technology section, which is now a co-branded universe between Computerworld Denmark and epn.dk. The IT section is the site's most popular, attracting 20% of all traffic. Both companies sell advertising into the section and split the revenue 50/50.

Teknologi i samarbejde med
epn.dk COMPUTERWORLD
COMPUTERWORLD | PC WORLD

The site also includes general news as well as 10 other sections such as Stocks, Business & Society, Finance, Careers and Industry.

Previously, epn.dk had a arrangement with another media company, ComOn, but IDG's quality and brand name convinced them to switch, said IDG Denmark Managing Director **Søren Queitsch**.

While most of the stories are from Computerworld Denmark, about 25% are from PC World Denmark. There will be links back to IDG Denmark sites from the stories themselves as well as from teased content in columns adjacent to the articles.

Queitsch said a partnership like this one shows it's important "not to be stopped by the fear of cannibalization — the enemy of most new development. Try it; the good thing about the 'net is that you can pull the plug easily if it doesn't work. The start-up cost for a deal like this is nothing."

For more information write to sq@idg.dk or go to http://epn.dk/teknologi/. WU

ower CPM gives ients a choice

In addition to gainining a new revenue source, one other advantage of the deal is that IDG Denmark can offer customers a lower CPM, gaining revenue from ad budgets that the company might not normally attract.

"Visitors to epn.dk represent a variety of people in business life, not just IT decision makers," said IDG Denmark Managing Director **Søren Queitsch** said. "Clients can buy premium target groups at premium prices on Computerworld, but if some clients want a lower price point we now have another, less expensive option to give them."

Retirement

continued from page 1

rector of IDG Australia. When Kennedy steps down in September, **Davy Adams**, deputy managing director, will take over. "Davy has been a key innovator in recent years and will do a fantastic job as we complete our transformation to a web-centric company," said Kennedy, who will remain with the company as chairman for a year to assist with the transition and work with several key partners including the Australian Computer Society.

"It's hard to know what to say about a job that has consumed me for nearly 20 years," Kennedy said. "I guess the proudest moments have been planting the seeds for new ideas and watching the very talented people here make them a reality. Australian Reseller News, CIO and our entire online business are great examples of the talent and skills of the IDG Australia staff. I have been very, very fortunate to have such dedicated and innovative people working with me."

Marnfeldt joined IDG in January 1983 as the result of a joint venture he had formed with McGovern to launch Computerworld in Sweden. In 1985, he sold his share of the partnership to IDG and became the CEO of IDG Sweden.

Marnfeldt characterized his 25-year career with IDG as a "wonderful and exciting learning experience." IT is so fast-moving, he said, "you always have to be on your toes and make quick and sometimes intuitive decisions."

He said he leaves IDG Sweden confident of continued success. "Having young and passionate coworkers in the office has been a great stimulation, which, together with insights from Pat and other members of the headquarters team, has made IDG Sweden one of the most successful members of the IDG family. With profit up 70% so far this year, the Swedish team has shown that we do not have to worry about the future, so I leave the publishing business proud and happy."

"It's a pity that the time has passed so rapidly," noted Osterwalder, who joined IDG 23 years ago. "It feels like yesterday that I met **Walter Boyd** for the first time in Paris when he hired me to set up IDG Switzerland." Osterwalder founded the company on May 1, 1985, and launched Computerworld Schweiz later that year on Sept. 5. "Now, the last stop is Helsinki, and the silver bucket that Pat handed to me with a big hug will always remind me of the best years of my life. I will miss most of all the energetic IDG people, my good friends and their countries, all the places I was allowed to visit and the spirit of an entrepreneurial driven global company. Thank you Pat, thank you all, and good luck to IDG."

Osterwalder plans to return to his original publishing roots and work as a freelance journalist for the wine magazine Vinum, which he helped found back in 1977. The magazine circulates in Germany, France, Italy and Spain. WU

More online

The videos created for **Don Kennedy**, **Gebhard Osterwalder** and **Bengt Marnfeldt** and shown at the tribute for the three men last month may be seen with this article on IDG Central. To request a login, use the link at www.idgcentral.com.

noteworthy people

Promotions

Network World Regional Account Director **Karen Wilde** has been promoted to national director of custom media. "Custom represents one of the fastest growing segments in IT marketing, and Karen will help us capture our unfair share of that revenue," said Network World Publisher **Dan Hirsh**. "In her new role, Karen will be responsible for ensuring that we are serving the unique needs of our customers with programs that meet their marketing goals and provide a strong ROI." *kwilde@nww.com*

New employees

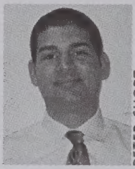
Desmond Cheah joins IDC Malaysia's Peripherals division in Kuala Lumpur as an associate market analyst. Prior to joining IDC, he was an intern at PricewaterhouseCoopers Malaysia. An honors graduate of Multimedia University in Malacca, Desmond holds a degree in business administration and international business. In his free time he likes to jog and swim. *dcheah@idc.com*

Moon

Sarah Moon is CXO Media Executive Programs' new regional sales manager, coming from Tech Target where she was U.K. sales manager and major accounts manager. She holds a B.S. in psychology with a minor in communications from Purdue University in West Lafayette, Ind. In the summer she enjoys reading and the beach and in the winter "anything in the snow." She is currently training for her second marathon. *smoon@cxo.com*

IDC China's Beijing office has hired **Jason Wang** as a senior market analyst focusing on business services. He spent the previous two years as a senior consultant at Asiainfo. He holds an M.A. in electronic science and technology from the Beijing University of Posts and Telecommunications. Away from work, he is active in football, tennis and basketball. *jasonwang@idc.com*

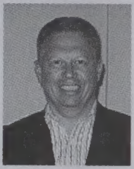
New at IDC Asia/Pacific's India office is **Ridhi Sawhney**, market analyst with the A/P Software team. Before joining IDC, she was a strategic business consultant with Oracle. She holds a B.S. in computer applications from Kurukshetra (India) University and an M.B.A. from Bangalore University. Her pastimes include reading, drawing and music. *rsawhney@idc.com*


PETER SHORT

Calvo

Paul Calvo joins IDC Framingham as an associate research analyst, coming from Burlington Dodge where he was general sales manager. A graduate of Providence (R.I.) College, he holds a B.S. in management with a minor in finance. *pcalvo@idc.com*

Jennifer Law joins IDC Asia/Pacific's Singapore office as a finance executive. She was most recently an accounts executive with MTM Ship Management Ltd, handling accounts payable, accounts receivable and general ledgers. A certified accounting technician, she is currently pursuing Association of Chartered Certified Accountants accreditation with Kaplan Singapore. *jlaw@idc.com*


Wilcox

Previously a senior client solutions executive with IDG, **Al Wilcox** is now a senior account executive with IDC Framingham's Industry Insights group. He holds a B.S. in business management from Florida State University and enjoys boating and golf. *awilcox@idc.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

IDG runners take part in 3.5-mile JPMorgan Chase Corporate Challenge

NELVA RILEY

Front row (kneeling): ***Giovanni Stein****, IDG World Expo. Second row, l-r:* ***Jacki Vella****, World Expo;* ***Kathy Moran****, World Expo;* ***Tara Wislocki*** *World Expo,* ***Charlotte McCormack****, World Expo. Back row, l-r:* ***Suzanne Woolf****, IDC;* ***Bob Carrigan****, IDG Communications;* ***Ron Moreau****, World Expo;* ***Esther Deming****, World Expo;* ***Linsy Reese****, World Expo. Not pictured:* ***Suzanne Hopkins****, IDC; and* ***Amy Seitz****, IDC.*

Begun in 1977 as a single race in New York City with 200 runners representing 50 companies, the JPMorgan Chase Corporate Challenge will take place in 12 cities around the globe this year attracting over 200,000 runners. Last month, 12 runners from IDG, IDG World Expo and IDC represented the company in the 3.5-mile race whose goal is to foster corporate fitness and camaraderie.

IDG has been fielding a small team for several years, but team captain **Charlotte McCormack** (PR manager for IDG World Expo) is determined to see the team's size increase. "We almost won the category for fastest males within a team with **Ron Moreau**, **Bob Carrigan** and **Giovanni Stein**," she noted, "but to win this category the team has to have at least four male runners and we had just three. That's why we need more IDG-ers to run next year!" That and the fact that it's just a lot of fun, she added.

Following the race, which took place on the streets of downtown Boston, most teams headed for local watering holes surrounding Boston Common. Team IDG's celebration was hosted by Carrigan, and the runners were joined by several more IDG colleagues who had come to cheer on the team.

The JPMorgan Chase Foundation will donate a total of more than $600,000 to not-for-profit organizations throughout the cities in which races are held.

McCormack said she will begin recruiting Framingham- and Boston-area employees for the 2009 "immediately!" Dates for 2009 won't be announced for a while but the Boston race is always held on a Thursday evening in late June, so mark your calendars, she said. For more information, contact her at charlotte_mccormack@idg.com or visit www.jpmorganchasecc.com. In addition to Boston and San Francisco and five other U.S. cities, the races take place in Johannesburg, Singapore, Frankfurt, London and Sydney. WU

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

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Therese Bergstrom *IDC*

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Barbara Adamson *PC World*

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Craig Stedman *Computerworld*

22

Jim Falanga *IDG*
Wally Clegg *PC World*
Karin Quack *IDG Germany*

20

Judy Callahan *IDG*
Caroline Craig *InfoWorld*

19

Jeffrey Berlin *PC World*

18

Carin Ståhl *IDG Sweden*

17

Ornella Fusina
Nuov@Periodici Italia

16

Donald Young *IDG World Expo*
[illegible]ra Becker *Network World*
[illegible]dy Perry *IDC*
Loren Loverde *IDC*
Doug Chandler *IDC*

15

Quan Zhou *IDG Asia*

14

Peter Mayer *Computerworld*

13

Paul Overhiser *IDG*
Lorraine Rivell *IDG*
Cheryl Giangregorio
IDG Corporate Sales
Mary Cook *IT World Canada*

12

Kitty Fok *IDC Hong Kong*
Rebecka Simon *IDG Sweden*
John Radzniak *Computerworld*

11

Steve Symonds *IDC Canada*
Janet Waxman *IDC*
Rosemary Haworth *PC Advisor*

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Davy Adams *IDG Australia*
Jean Gasbarro
IDG Int'l Publishing Services
Scholle McFarland
Mac Publishing
Kate Coldwell *PC World*
[illegible]rtney Munroe *IDC*
Meredith Whalen *IDC*
Ron Glaz *IDC*
Agata Mysluk *IDG Poland*

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Barbara Duphily *IDG*
Randall Hause *Network World*
Leslie Piper *Mac Publishing*
Earl Joseph II *IDC*
Marta Powierza *IDG Poland*
Silvia Bassi *Now!Digital Business*
Ted Samson *InfoWorld*
Kathleen Melymuka
Computerworld
Elena Re Garbagnati
Nuov@Periodici Italia

8

Dorothy Malone *IDG*
Susan Voelkel *Mac Publishing*
Jacob Hoffman-Petersen
IDG Denmark
Lauren Fitzgerald *IDC*
Aaron McPherson *IDC*
Jessica Goepfert *IDC*
Anna Toncheva *IDC*
Malgorzata Lejman *IDG Poland*
Linus Wolter *IDG Sweden*
Isa Stamp *IDG Germany*
Marian Prokop *Computerworld*
Alfredo Distefano
Nuov@Periodici Italia
Katia Trespidi
Nuov@Periodici Italia

7

Patricia Gill *IDG*
Liane Cassavoy *PC World*
Brian Cox *PC World*
Adam Sienkiel *IDG Poland*
Joanna Kosik *IDG Poland*

6

Brian Gaidry *Network World*
Bert Sluyter *IDG Netherlands*

5

Nancy Gershlak *IDC*
Akemi Kimura *IDC Mexico*
Eduardo Benassi
Now!Digital Business
Helen Palmer
IDG Global Solutions EMEA
Hal Mentlik *InfoWorld*

4

Erika Cox *IDC*
Thomas Roan *IDC*
Jessica Black *IDC*
Li May Chew *IDC Singapore*
Cristina Rivas *IDC Mexico*

3

Lam Nguyen *IDG Asia*
Prashanth Menon
Network World
Christopher Morrell
IDG Entertainment
Travis Moses *IDG Entertainment*
Patrick Shaw *IDG Entertainment*
Roxanne Warrick
IDG Entertainment
Tammy Gargus *PC World*
Jose Rodas *PC World*
Reco Li *IDC China*
Jeff Jedras *IT World Canada*
Pamela Campbell *IDC*
Patricia McGinnis *IDC*
John Rydning *IDC*
Jan Dvorak *IDC*
Julieta Botter *IDC Argentina*
Luiz Minervino
Now!Digital Business
Caroline Mewing *Computerworld*

2

David Cohen *IDG*
Donald Marti *Network World*
Tarun Bhasin *IDC Canada*
David Cannon *IDC Australia*
Ting Yang *IDC China*
Sung-Hwan Hwang *IDC Korea*
John Brennan *IDG U.K.*
Louise Cox *IDG U.K.*
Saurabh Garg
IDC Center for Consultancy & Research (India)
Sara Knapik *IDC*
Jesse Rutland
IDG Global Solutions EMEA
Yoshifumi Sakuma *IDC Japan*

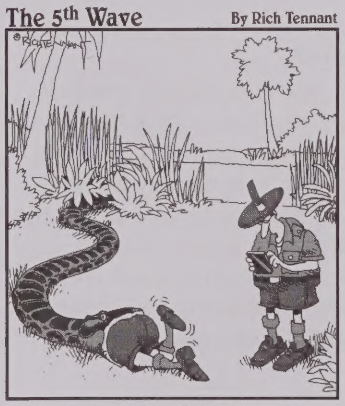
1

Valeska O'Leary *Network World*
Tae Kim *IDG Entertainment*
Alisha Billingsley *PC World*
Justin Counts *PC World*
Gregory Hardgrave *PC World*
Donald Malouf *PC World*
Sean Wang *IDC China*
Pavitra Jayaram
IDC Center for Consultancy & Reseach (India)
Richard Bell *IDC U.K.*
Dulce Enrique *IDC Mexico*
Karina Jimenez *IDC Mexico*
Mike Cartwright *IDG U.K.*
Yasmine Hanna *IDG U.K.*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

for fun off line

Congratulations to all our enthusiastic caption contributors. Winner **Charlie Harris** will have his choice of an official "Off Line" t-shirt or a copy of Rich Tennant's book of cartoons, *Downloaded*. The honorable mention winners below will receive *IDG* travel cups.



"Let's see...I know I should be able to find something useful on snakebites with my iPhone. Oh, this damn touch screen... wait a minute, lost my connection. I just had two bars a second ago."

Charlie Harris *IDC*

Honorable mentions

"It's OK. It says here anacondas are NOT poisonous!"
Brian Gaidry *Network World*

"At this point, Bob, I think you should let Mr. Snake just keep your iPhone."
Lewis Ward *IDC*

"Hey Ollie, I'm reading the liner notes of Deep Dive into Python, and it might not be about snakes."
Donald Botts *IDG International Publishing Services*

"..says here that Pythons are interactive, object-oriented, extensible and written in C."
Kuba Stolarski *IDC*

"Even if you find your ball in there, Larry, he's not gonna let you play it. Just take the two-stroke penalty."
Steven Gray *PC World*

More honorable mention winners on IDG Central

Rich Tennant's original caption

"Hold on, Barbara. Let me launch Outlook and see if I can find a newsgroup on this."

celebrating 10!

Name
Jacqui DiBianca

Home
Newtown Square, Penn.

Joined Network World
Feb. 10, 1992 as District Manager

Current title
Regional Sales Manager at Network World, selling advertising for print, online and events.

Three things I do in a day's work
PEP, a favorite expression of mine, invented by my colleague **Donna Pomponi** to describe what we do every day: Phone—E-mail—Phone (PEP) as well as personal sales calls. It all depends on the given day.

Most challenging part of your job
Developing new online business while maintaining and servicing current business.

Best part of your job
Working under the leadership and integrity of our CEO, **John Gallant**.

Memorable work moment?
A few years back, we had national sales meetings with all the business units. During these meetings we would have team-building scenarios. One year we had to do a cheer. Our team did very well and was asked to return to the stage to do it again after dinner. We thought it was because we won the contest and we were quite proud of ourselves. It wasn't until the bus ride home we found out we didn't win at all — we just gave everyone a good laugh!

I joined IDG because
Out in the field it was recognized as the best publishing company to work for.

One thing you've learned during your tenure at IDG
People are our best assets.

Interests outside the office
Girl Scout leader for Troop 3457 for four years, Pilates and meditation.

Family
My husband Jim (DB) and I have a daughter, Courtney, who will be 15 years old in August.

Most rewarding thing you've ever done?
My sister and I ran an AIDS awareness fundraiser because my cousin had just found out that he had full-blown AIDS, and it was very difficult for many family members to accept. Thankfully, it brought a richer, more compassionate acceptance of AIDS to our family. Our cousin, Bobby, died of AIDS shortly thereafter, leaving behind a family of AIDS awareness and prevention activists.

*Network World's **Jacqui DiBianca** celebrated her more than a decade of service to the company at a dinner hosted by IDG Chairman **Pat McGovern**.*

What is the last good deed you did?
My daughter, Courtney, and I work on RAKs (Random Acts of Kindness) every day.

First job?
Radio sales at WYSP.

What it taught you?
This is where I learned how to sell. My boss had me doing 13 cold calls a day to car dealerships, bars and motorcycle dealerships. A little different demographic than we call on today!

Your idea of a perfect day alone?
Spa retreat for mind, body and soul.

Most prized possession
Loving family and friends.

Favorite celebrity encounter
Meeting Tina Turner backstage at the Grammy Awards in Los Angeles.

Manager's profile
"Jacqui is the consummate sales rep. She has done a tremendous job infiltrating and building strong relationships with Network World's largest clients, HP and IBM. Her can-do attitude and her vivacious spirit always keep the entire NWW sales team pumped and ready for battle."

— Sandra Kupiec, VP, associate publisher, Network World

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Kirk Campbell *IDC*
W.S. Cha *IDG Korea*
David Hill *IDG International Publishing Services*
Gunnar Lott *IDG Germany*
Charlotte McCormack *IDG World Expo*
Søren Queitsch *IDG Denmark*

Question of the Week results for June 30

What in your opinion is the single biggest environmental problem the world faces at this time?

Global warming/climate change -- 59%
Overdevelopment -- 18%
Air/water pollution -- 9%
Other pollution -- 9%
Other -- 5%

Log on to www.idgcentral.com to vote on this week's question: **If you had the ideal opportunity, would you want to move permanently to another country?**

IDG WorldUpdate

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REC'D JUL 29 2008

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Raffle planned as fundraiser for MS Walk *page 6*

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Celebrating 10! IDG Spain's Manuel Pastor *page 8*

More news on IDG Central

CXO Media webcast educates vendors about role of the CSO

PCW.com includes competitors' reviews

Network World moves to Framingham, Mass.

Virtual events catching on with CW, IW audiences

One-day live events also a hit with sponsors

In today's tightening economy where it's becoming increasingly difficult to convince busy executives to spend the time and money to attend conferences and events in person, Computerworld is finding an eager market for its virtual events. The Framingham, Mass.-based business unit has produced four virtual events this year and has another four scheduled by year's end.

Virtual events give IT end users, vendors and experts a chance to connect and learn about particular IT topics and trends through an interactive online virtual experience. Each event offers an expo area where sponsors can post assets such as white papers and assessment tools, take requests for more information and chat live with attendees from their virtual booth. Attendees can visit a virtual auditorium to listen to keynote speeches or panel discussions, visit a chat lounge to instant message and network live with others attendees or go to a media library to see or download event content such as webcasts, PDFs, white papers and vendor tools.

This virtual campus scene is from Computerworld's Security Directions event, held in conjunction with InfoWorld.

Under the leadership of **Jill Martay**, VP, Virtual Events, Computerworld and InfoWorld, CW has offered two virtual events around its bricks-and-mortar Storage Networking World (SNW) conference in which sessions were repackaged in a virtual environment, as well as a Security Directions event in conjunction with InfoWorld and Data Center Directions with CXO Media. All events are free for attendees and funded by sponsorships. (For information on the four conferences go to http://virtualconferences.computerworld.com/home/index.php.)

"As the show producer, we manage the content of the webcast program, including recruiting the

continued on page 4

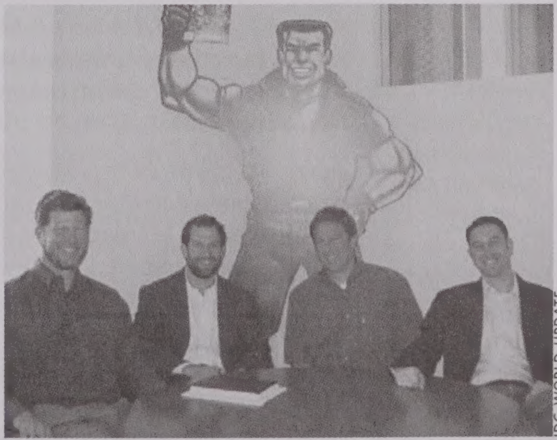
GamePro, Wikia marketing pact boosts reach, inventory

Deal also sets stage for Wikia to post GamePro content across its sites

After several months of negotiations, GamePro Media recently signed a co-marketing deal with Wikia, the commercial sister site of Wikipedia (http://www.wikia.com). The agreement grants GamePro the exclusive rights to represent and sell all Wikia gaming ad inventory and creates a framework for content sharing, allowing Wikia to post GamePro content across its sites.

"We've always been considered one of the leading brands in the games space," said **Eric Patterson**, GamePro Media's VP of marketing. "However, our ability to monetize the brand equity has been severely limited by two factors: the reach of our online properties versus that of the entertainment networks' and the volume of ad inventory we can

continued on page 5



IDG WORLD UPDATE

(L-R): ***Dan Orum****, GamePro Media president and CEO;* ***Bob Huseby****, SVP/publisher;* ***Eric Patterson****, VP, marketing; and* ***Rob Giuffre****, director, business development.*

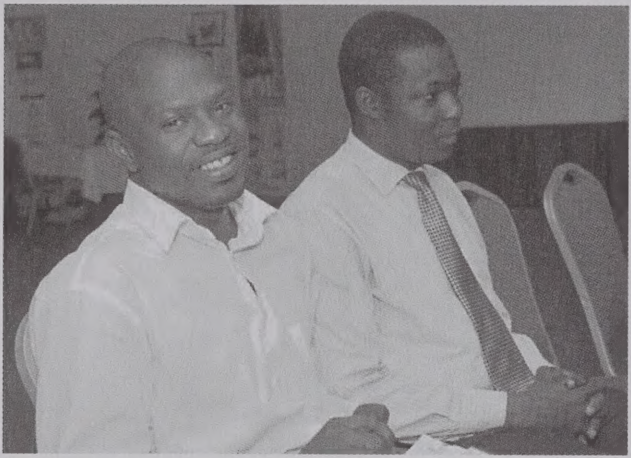
What's Wikia?

Founded in 2004, Wikia is a collection of topic-specific wikis, which are collaborative Web sites made up of the collective work of many authors. Wikia offers more than 1,000 game-specific wikis. As opposed to Wikipedia, Wikia carries advertising and entries have much greater depth of content than the encyclopedia-styled Wikipedia.

in brief newsworthy

CIO Ghana debuts as continent's second edition in product line

CIOs and IT managers in Ghana now have their own edition of CIO magazine with this month's debut of CIO Business World. The publication is being produced under license by Techgov Ghana Limited, based in the capital of Accra, and will appear monthly in English.



***Kofi Magesi**, CEO of Techgov (l), and CIO Editor-in-chief **John Yarney**.*

Editor-in-chief **John Yarney**, who previously served as West African correspondent for the IDG News Service, said the publication's primary competition in the market will come from general business publications. "The Ghanaian IT market is comparatively small and developing at a rather slow pace," he said. "Most major corporations recognize the importance of IT, however, they still treat it as a department within the organization and not as a major driving force for propelling business growth."

Yarney said most CIOs and IT managers in Ghanaian companies are relegated to middle management positions and are constrained by very tight IT budgets. He said the mission of CIO magazine is to help reposition the CIO as an integral part of Ghanaian business.

CIO Ghana will be distributed primarily via subscription and controlled circulation. A small number of issues will be sold on newsstands. The target audience comprises the country's CIOs, CEOs, CFOs and senior business executives. Initial circulation is set for 2,000 copies a month and the company hopes to increase that number to 5,000 within a few months, Yarney said. A PDF version of the publication will also be available on the company's Web site (www.techgov.gh). Yarney said a CIO Ghana Web site is currently under construction and will launch within a few months.

Techgov Ghana is the country's leading market and policy analysis firm in the telecommunications and IT sector. It serves as the Ghanaian representative for BMI-Technology Group of South Africa, a leading market research firm on the continent. The company also produces two major IT events in the local market: The West African CIO Summit and the Digital Government Summit.

CIO Ghana is IDG's second CIO title in Africa; South African publishing partner Avusa Ltd. (formerly Johnnic Publishing) launched CIO Africa in November 2004 (see IDG World Update, Nov. 29, 2004).

For more information, contact John Yarney at john_yarney@yahoo.co.uk. WU

Computerworld Italia Online's site redesign promotes interactivity

Computerworld Italia Online introduced a wholesale site redesign in early June and laid the groundwork for more ways readers can interact with the site.

Editorially, www.cwi.it also includes more news content and in-depth studies about technological innovation as well as consumer technologies. Articles featured on the home page include more links to photos, videos and audio for readers to explore more on a given topic. A new rating system enables readers to express their level of satisfaction with any content on the site, and a tag cloud displayed on the home page indicates the most popular topics on cwi.it as determined by reader click-throughs.

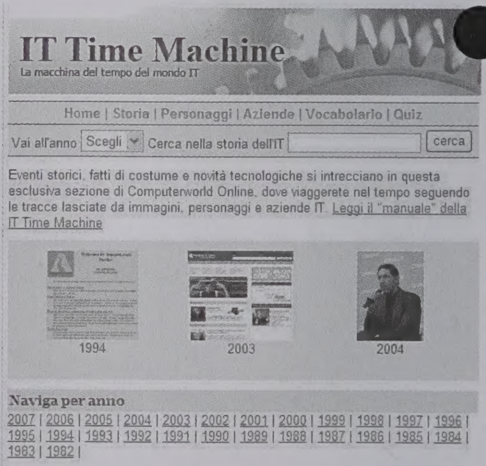
The editorial team is in the midst of recruiting more contributors to join two renowned bloggers on the site, market enterprise business software expert Enrico Negroni and technologist Paolo Magrassi. Forums and a weekly quiz are also part of the site.

A new IT Time Machine section includes year-by-year highlights, dating back to 1982, of significant technological events, news and personalities drawn from past issues of CW Italia. Readers can make suggestions about content they think should be part of the Time Machine highlights.

Key players contributing to the revamped site were: Webmaster **Roberto Molari**, Web Designer **Carla Piga**, Computerworld Italia Managing Editor **Marco Tennyson**, Online Editor **Paolo Morati** and Editorial Online Coordinator **Alfredo DiStefano**.

Launched in 1998, CW Online registered 38,231 unique visitors and 185,417 page views this past June.

*Write to Marketing and Communications Coordinator **Claudia Cavalleri** at claudia.cavalleri@nuovaperiodici.it.* WU



Eventi storici, fatti di costume e novità tecnologiche si intrecciano in questa esclusiva sezione di Computerworld Online, dove viaggerete nel tempo seguendo le tracce lasciate da immagini, personaggi e aziende IT. Leggi il "manuale" della IT Time Machine

Readers are encouraged to contribute their ideas for information that should be included in the new IT Time Machine section.

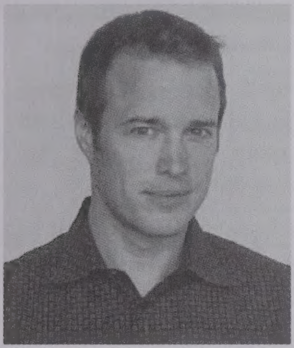
Publishing ties in Italy

Computerworld Italia is produced by IDG's partner in Milan, Nuov@Periodici Italia. The company was established in 2006 when Founder/CEO **Mario Toffoletti,** formerly IDG Italia's managing director, negotiated a management buyout of IDG Italia. In addition to Computerworld, the team produces CIO, CSO, GameStar, Macworld, Network World and PC World under license to IDG.

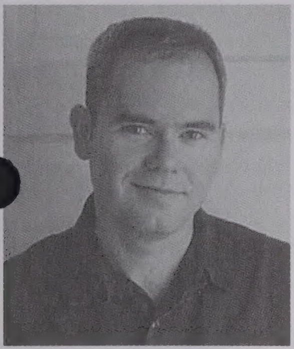
the interview

one on one

Derek Butcher** and **Ian Lamont
The VP/GM and the managing editor of The Industry Standard are this week's columnists; part 1 of their column appeared in the July 14 issue. Reach them at derek@thestandard.com and ian@thestandard.com.



Butcher



Lamont

More online

Read this column on IDG Central for more on connections to the earlier Standard and a look at the new awards program.

The Industry Standard at-a-glance

Home www.thestandard.com

Parent company CW, IW and The Standard are individual P&L's reporting to CEO **Matt Sweeney**.

Launched February 2008

No. of employees Six

Monthly page views 400,000

Unique visitors 180,000

No. of members 8,000

Visitor demographics 65% U.S; 35% outside U.S.

Q What have been the pros/cons of reviving the name of a previously renowned brand name?

Ian Lamont: The Industry Standard is an instantly recognizable brand to anyone who followed the first Web explosion in the 1990s, and a lot of original readers were very excited that it was coming back. The brand gave us a tremendous amount of good press coverage when we launched, with articles in dozens of media outlets including The New York Times, AP, Forbes and TechCrunch. The brand has also helped us get in front of advertisers and has made it easier to form partnerships both editorially and on the business side. Overall, the brand was an excellent launching point in helping us bring to market the new-media ideas that are the heart of the new Industry Standard, including a different approach to editorial and, of course, the prediction market.

The one downside has been that many of the original readers remember a magazine. Even though online publications are now dominating the media world, reconnecting with those readers is difficult when the new version looks and feels so much different from what they were used to. The old Standard was defined by its print format and the voices of scores of talented journalists, with an enormous associated cost structure. The new Standard is only online, has a tiny staff and has been trying out various editorial styles since it was relaunched. And, we have this unique product sitting smack-dab in the middle of the homepage — Predictions — which very few people understand ... yet.

Q How does the Predictions section of TheStandard.com work?

Derek Butcher: The prediction market is technically a futures exchange, just like the Chicago Board of Trade, but it is easier to understand as a place where users place bets on what they think will happen in the online economy. When a user registers for The Standard, they receive 100,000 Standard Dollars. Each day, The Standard lists several predictions based on the big issues of the day. For example, The Standard might list a prediction on June 1 that "Apple will sell 10M iPhones by the end of 2008." We initially list that prediction with a 50% chance of happening; in other words, we take a neutral stance. A user who thinks that this event is sure to happen might place a $10,000 bet in favor of that prediction, right after we list it. Since the user bet when the odds were 50%, if that prediction ended up happening, that user would double their money, getting $20,000 back. As more users bet in favor of a prediction, the probability goes up, and as more users bet against a prediction, the probability goes down. So, three months later, if the iPhone prediction was at 66% odds because more people have bet that this event will happen, and a user now bets $10,000 in favor at 66% odds, the user would only get $15,000 back if the prediction ended up happening. So, the lower the odds when a user places a bet, the more money he or she stands to make; but of course, betting when the odds are low can also be risky, so those who bet early better have some good info!

The odds of a prediction at any given time represent the community's consensus as to the probability of that event (just like the price of a stock at any given time represents an investor consensus as to the value of a company). So, even visitors who aren't betting can see what our community is predicting. Since we launched, the prediction market has been remarkably accurate, with about an 82% success rate in predicting events in the online economy.

The power of a prediction market is that it harnesses the collective intelligence of everyone participating. By exposing the probability publicly and allowing people to place ongoing bets, the market forces a consensus. If the probability of an event is too low in the community's opinion, then people will bet for it, driving the probability up, until the probability seems "right,"and, similarly, if the probability seems too high, people will bet against it.

The Industry Standard holds a monthly contest to reward the highest performing players in the Prediction Market; winners have received prizes such as a Apple iPod Touch and a Sling Media Slingbox PRO.

Q What's your revenue model?

DB: Our revenue model has three components: display advertising, events and research. Display ads and events are similar to the model used with other IDG properties such as Computerworld. Research is a partnership with IDC and involves taking demographics we collect from users and intersecting that with trading activity in order to be able to tell how a given demographic group is betting. For example, the market as a whole might give the iPhone prediction 80% odds, but on the back end we can tell that it turns out that people who are betting the most on that prediction are CTOs at large corporations, thereby possibly indicating that there is an enterprise play for the iPhone. This type of market research can be very valuable to companies that want to get a more detailed picture of what specific demographic segments think will happen.

By the numbers

Selected statistics from the four virtual conferences to date:

Attendee-to-attendee chat sessions: 146
Average time in booth: 13 minutes
Average number of pre-registered attendees: 1,300
Average number of verified attendees: 710
Average number of attendees per booth: 185
Average number of attendees per live session: 80 to 90
Average number of attendees per live keynote: 200 to 250

Learn more via an IDG virtual events webinar

Martay

If you are curious about the growing arena of virtual events, **Jill Martay**, VP of virtual events for InfoWorld and Computerworld, will be hosting a webinar on Aug. 6 from 11:30-12:30 pm EST. The webinar will be available on demand on IDG Central thereafter.

Martay will provide a demonstration of the platform used by Computer-world, InfoWorld and CXO Media. She will also talk about the benefits of virtual events for attendees, sponsors and organizations. There will be an open Q&A session. This webinar is ideal for anyone thinking about getting into virtual events or who just wants to know more about this emerging area of IDG's business.

To enroll in the live webinar, U.S. employees should visit the IDG Employee Connection (http://hr.idg.com) and click on the Training link. Non-U.S. employees can request access by sending an e-mail to laurie_butson@idg.com.

Virtual events

continued from page 1

speakers and working closely with our editorial groups on topic development, program themes and session ideas," Martay said. "We manage the overall show production, including building virtual booths to sponsors' specifications, and audience development, which is managed by **Bill Rigby**, director of account services."

Martay works closely with the Online Publishing Group (OPG) — which handles Webcast production, building the shows' sites and assigning producers to show conference sessions — while handling show logistics, such as managing the expo floor and customizing scrolling messages and targeted advertising, with Rigby's help.

The one-day live events are available afterward on demand for three to six months. This allows attendees to return to the event and attend sessions or retrieve material they may have missed. Virtual events can also draw attendees who were unable to attend a live resort event such as SNW. "You can also use virtual events to create a 365-day event with continuously updated features, interactivity and even create a virtual job fair," Martay said.

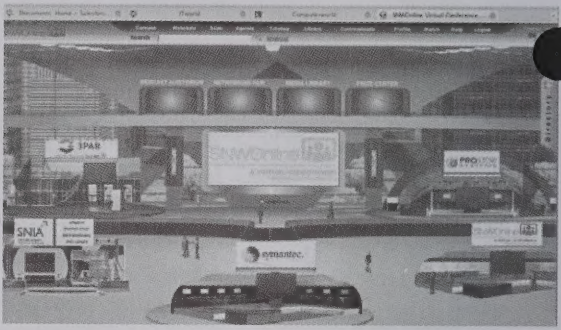
Optimal days for virtual events are Tuesday, Wednesday and Thursday, and events typically go live in the late morning, U.S. East Coast time.

Sponsor engagement

A "passport program" encourages people to visit and download sponsors' materials and earn points to win a prize based on their event activities, such as downloading sponsor materials, chatting in a booth or saving a certain number of virtual business cards. "This makes it feel like a live event, fosters engagement with the sponsors and makes it fun with a reward at the end," Martay said, adding that she will also be adding an attendee-matching program to connect people within peer groups.

Live question-and-answer sessions with speakers, as well as attendee polls during the webcasts, allow attendees to interact with the event in real time. Martay said attendees have spent an average of 3.5 hours total at past virtual events and had an average of 146 attendee-to-attendee instant-message chats per event. Sponsors, which have ranged in number from five to 15, see an average of 185 visitors to their booth per event and spend an average of 13 minutes with each one, including live instant-message chat with booth staffers.

Attendees can also search the virtual events for conference content and put that content in a virtual briefcase. "Virtual events make it easy to collect show materials," Martay said. "Everything is saved in your virtual briefcase, including transcripts of all the chats you had at the event, business cards you collected, presentations and literature."



The show floor at Storage Networking World Online.

While OPG manages each event's site, the event environment is built by inXpo, a technology platform provider. Various parts of each event are customized to give the show its own look and feel. "Features can be added or subtracted, and we can choose from a few different designs," Martay said. "Sponsor booths come in eight styles, which the sponsor can choose and then we build the booth according to their specifications." Booths can include video, documents, links, presentations and other related assets. Each virtual event takes about three months to put together.

Potential sponsors and attendees can take a video tour of each event, designed by OPG to give people an idea of what to expect.

Feedback has been positive on all fronts, according to Martay. "Sponsors especially like the fact that they can participate in an event when they don't have the personnel to travel and staff a booth. Attendees are attracted primarily through the content, but the interactive areas like the networking lounge keep them engaged with the event longer. It also offers flexibility in attending sessions they may have missed in the on-demand version or returning to a sponsor booth after the live event."

Write to jill_martay@infoworld.com. WU

IDG Training blog lists books

Employees have responded to the IDG Training Blog's call for summer reading ideas. View the blog on IDG Central for a list of of more than 20 titles, all of which have links to Amazon.com. Among the recommendations:

"Groundswell," regarding social technologies' business impact, by Josh Bernoff and Charlene Li (recommended by Now!DigitalBusiness' **Silvia Bassi**) ; "Analytics an Hour a Day" by Avinash Kaushik (from IT World Canada's **Nicole Filiatrault**) and "Re-Energizing the Corporation: How Leaders Make Change Happen" by Jonas Ridderstrale and Mark Wilcox (from IDG's **Sarah Santos**).

IDG

Current Jobs, Week of July 28, 2008

BU	Category	Title	Location	Contact	Email	Phone
Connell Communications						
	Sales	Online Sales Manager	Chicago IL	Sara Scogland	sara_scogland_idg.com	508-935-4161
CXO Media						
	CIO Editorial	Editorial Administrator	Framingham MA	P.Boyle	pboyle@cxo.com	508.935.4192
	OPG	Managing Web Producer	Framingham MA	P.Boyle	pboyle@cxo.com	508.935.4192
	OPG	Web Producer	Framingham MA	P.Boyle	pboyle@cxo.com	508.935.4192
	OPG	Online Office Coordinator	Framingham MA	P.Boyle	pboyle@cxo.com	508.935.4192
	Executive Programs	Meeting Planner	Framingham MA	P.Boyle	pboyle@cxo.com	508.935.4192
	EP/Online Sales/CSG	Senior Financial Analyst	Framingham MA	P.Boyle	pboyle@cxo.com	508.935.4192
	EP/Online Sales	Strategic Marketing Specialist / Copywriter	Framingham MA	P.Boyle	pboyle@cxo.com	508.935.4192
	CIO Executive Council	Sales Development Manager(s)	Denver, Chicago, Houston	P.Boyle	pboyle@cxo.com	508.935.4192
Financial Insights						
	Research	Research Director, Consumer Banking and Credit	Framingham, MA	Susan Brown	sbrown@idc.com	508-935-4099
Government Insights						
	Sales	Sr. Account Executive	Falls Church, VA	Leah Barton	lbarton@idc.com	508-935-4336
IDC						
	Consulting	Consulting Director, Hardware, Software, and Services	San Mateo, CA	Susan Brown	sbrown@idc.com	508-935-4099
	Consulting	Consulting Manager, Personal, Document & Communications Technologies	Framingham, MA	Susan Brown	sbrown@idc.com	508-935-4099
	Human Resources	Human Resources Manager - 6 Month Temporary Assignment	Framingham, MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Analyst, Vertical Group	Framingham, MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Analyst, Vertical Group	Framingham, MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Product, Project and Portfolio Management Software	Framingham, MA or San Mateo, C	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Program Director	Framingham, MA	Leah Barton	lbarton@idc.com	508-935-4336
	Research	Sr. Research Analyst, IT Outsourcing and Utility Services	Framingham, MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Director, Risk Management	Framingham, MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Analyst, Enterprise Trackers	Framingham, MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Sales	Sr. Account Executive	Framingham, MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Technology	Desktop Support Specialist	Framingham, MA	Susan Brown	sbrown@idc.com	508-935-4099
	Technology	Sr. Systems Administrator	Framingham, MA	Susan Brown	sbrown@idc.com	508-935-4099
	Sales	Business Development Director	San Mateo, CA	Susan Brown	sbrown@idc.com	508-935-4099
IDG Corporate Services Group						
	IS	Technology Support Analyst	Framingham MA	B. Ramistella	beth_ramistella@idg.com	508-988-7871
	IS	Technology Support Analyst	San Francisco CA	J. Gardner	jillian_gardner@idg.com	508-935-4041
IDG Global Solutions						
	Sales	Director of Integrated and Custom Programs	San Francisco CA	Sara Scogland	sara_scogland_idg.com	508-935-4161
IDG Research Services						
	Intern	Marketing Research Intern	Framingham MA	Jillian Gardner	jillian_gardner@idg.com	508-935-4041
IDG Syndication & Networks						
	Sales	Account Director (East Coast)	New York City NY	B. Ramistella	beth_ramistella@idg.com	508-988-7871
	Sales	Account Director (West Coast)	San Francisco CA	B. Ramistella	beth_ramistella@idg.com	508-988-7871
InfoWorld						
	Editorial	Community Editor	San Francisco	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Sales	Sales Director - Industry Standard	San Francisco	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
Macworld						
	Editorial	Assistant Editor	San Francisco CA		jobopps@idg.com	
Network World						
	Custom	Custom Marketing, Project Manager	SF or Southborough	E Cormier	ecormier@nww.com	
PC World						
	Editorial	Editor in Chief	San Francisco CA		jobopps@idg.com	
	Editorial	Assistant Editor	San Francisco CA		jobopps@idg.com	
PC World/Macworld						
	Editorial	Executive Producer, Products	San Francisco CA	http://careers.idg.com		
WEC						
	Admin	Office Coordinator/Receptionist	Framingham MA	Jillian Gardner	jillian_gardner@idg.com	508-935-4041
	Marketing	Macworld Conference & Expo Marketing Manager	Framingham MA	Sara Scogland	sara_scogland_idg.com	508-935-4161
	Sales	Sales Manager	Framingham MA	Sara Scogland	sara_scogland_idg.com	508-935-4161

Go to http://careers.idg.com to view all current job opportunities at IDG

IDG Corporate Boviard STAR AWARD Program

Once again IDG presents the Corporate Boviard STAR Award Program! This award is designed to encourage, recognize and reward corporate employees for exemplary **S**ervice, **T**eamwork **A**nd **R**esults.

Awards are presented twice a year. A maximum of three awards are given.

Who Can Be Nominated?
All Corporate IDG employees from the following departments and business units that serve operating units are eligible for nomination, with the exception of members of the STAR Award selection committee, Ted Bloom, CFO & treasurer; Jayne Enos, senior vice president, corporate taxes; and Alana Dros, director, Human Resources Services Division.

IDG Corporate Accounting
IDG Corporate Support Center (Chairman's Office)
IDG Global Solutions
IDG Corporate Credit
IDG Corporate Finance
IDG Corporate Tax
IDG Corporate Legal
IDG Human Resources
IDG Technology Services Group
IDG List Services
IDG Research Services
IDG International Publishing Services (G&A, Licensing, IDG News Service, IDG Corporate Communications, IDG World Update)

Please use the nomination form on the reverse side to nominate an IDG Corporate Employee who has provided exemplary Service, Teamwork And Results for your operating unit. Corporate IDG employees may nominate other Corporate IDG employees for this award. Please take a minute to nominate someone who is deserving of this special award!

Each STAR Award winner will receive a cash prize as well as a star-shaped crystal paperweight.

Nominations must be submitted by Friday, Aug. 8, 2008.
Please use form on reverse side.

IDG Corporate Boviard
STAR AWARD
Program

Recipients of the Corporate Boviard STAR Award will be selected from nominations received by the award's selection committee. The names of award recipients will be published in the *IDG World Update*.

Employee Name: ____________________

Title: ____________________

Department: ____________________

1. How has this employee provided exceptional **SERVICE** to other corporate departments, divisions of IDG or external clients or contacts?

2. In what way has this employee exhibited a positive attitude and fostered **TEAMWORK?**

3. What has this employee done to demonstrate initiative and creativity to improve company, department or job **RESULTS**?

Nominated by: ____________________ Date: __________

Title: ____________________

ALL nominations must be submitted by Friday, Aug. 8, 2008. Send nominations to Kathy Toffoloni, IDG CSG, 5 Speen Street, Framingham, MA 01701, via mail, interoffice mail or fax: 508-935-4675.

IDG Korea's first IDG branded conference debuts

***D.H. Oh**, CEO of IDG Korea, addresses the Convergence 2.0 audience.*

***D.H. Oh**, CEO of IDG Korea, (center) poses with IDG Korea staff members responsbile for the success of the company's first Convergence 2.0 event. Three more events are planned for later in the calendar year.*

More than 200 senior executives from companies including Samsung, SK Telecom, LG, Hewlett-Packard and Cisco flocked to IDG Korea's first IDG-branded event, Convergence 2.0, held earlier this month in Seoul. Designed to help top decision makers explore the role of new technologies, develop new business models, discuss solutions and examine future challenges, the one-day conference featured three tracks focusing on the role of IT in manufacturing, health care and finance. **Duk-Hwan Oh**, CEO, IDG Korea and IDG Ventures Korea, delivered one of the morning keynote addresses in which he discussed the future of IT convergence.

*For more details contact **Amy Kim**, IDG Korea marketing and communication assistant manager, at amy_kim@idg.co.kr.* WU

IDG Korea upcoming events

Next Generation Data Center and Data Management
Sept. 3-4

Next Generation Marketing
October (date TBD)

CXO Leaders Forum
December (date TBD)

Calendar contest countdown begins

The Sept. 12 deadline for the 25th Annual IDG Employee Photo Calendar Contest is fast approaching. Don't miss your chance to have your masterpiece vie to be part of the calendar that adorns IDG business unit offices and cubicles around the globe.

Twelve photos will be selected; first, second and third prize winners will receive $300, $200 and $150, respectively.

Here's what to do:

- Submit up to two color or black-and-white digital images, prints or 35mm slides on any subject. Electronic images must be a large, high-resolution file of at least 240 dpi.
- Photos may be vertically or horizontally oriented. No panoramic-width photographs can be accepted.
- Clearly label each entry with your name, business unit, telephone and e-mail address. If submitting electronically, please be sure to include this information along with the file. If submitting a traditional print, a business card taped to the back works well. Do not write directly on the back of your photos.
- Be sure to include a title for your photograph(s).
- Photos will not be returned.

Please send your photos to: IDG World Update, Photo Calendar Contest, 3 Post Office Square, 4th floor, Boston, MA 02109 U.S.A. or world_update@idg.com.

IDG employees will be able to select the 12 photo winners by voting for their favorites on IDG Central. Good luck!

IDG Entertainment becomes GamePro Media

GamePro Media recently changed its name from IDG Entertainment. **Eric Patterson**, VP of marketing for GamePro Media, said the name change was made to show the business unit's focus on games. "The GamePro brand resonates with the business unit's advertisers, partners and user base much more than 'IDG,' " he added.

"We need to leverage that through everything from sales collateral to how we are listed in measurement services like Comscore," he said. "Adding 'Media' to 'GamePro' helps better position us as a multifaceted media company with print, online and mobile assets. It's a key selling point for us."

Wikia

continued from page 1

offer advertisers. Our deal with Wikia solves both of these issues by adding over 8.6 million unique users and 300 million ad impressions per month to our network."

Patterson said that although Wikia has large usage numbers, it is still a start-up (Wikia was founded in 2004). "This deal allows them to focus on what they do best — product development — while we focus on what we do best: media sales."

According to Patterson, the ability to offer much larger, integrated advertising packages within branded content environments to both endemic and non-endemic advertisers will create a significant boost to GamePro Media's online advertising efforts.

GamePro Media has a network of six branded gaming sites, anchored by its founding property GamePro.com. "Our core pitch is centered around the fact that GamePro Media can now provides advertisers access to over seven million unique gamers that cannot be reached on GameSpot and IGN," Patterson said. "Combined with Comscore indexes that show the quality of our audience, we have a much more powerful message.

"We have already seen that the increased network reach and inventory availability opens doors to advertisers and agencies that have been uninterested in the past," Patterson continued. "We now have their attention and will be working hard to turn that into revenue over the coming months."

Six months in discussions, the Wikia deal originally came to GamePro through IDG Ventures when Wikia was seeking a round of funding to increase its business. "IDG Ventures sourced the opportunity and while a deal didn't come through on the venture side, this is a good example of how IDG Ventures helped out a sister business unit," said **Dan Orum**, GamePro Media president and CEO, who was a chief player in the negotiations along with SVP/Publisher **Bob Huseby** and Director, Business Development **Rob Giuffre**. "Of course, we thank them," Orum said.

Write to eric_patterson@gamepro.com. WU

noteworthy people

Promotions

IDG WORLD UPDATE

Barden

PC World/Macworld Manager of Ad Operations **Kevin Barden** has been promoted to director of ad operations. "Kevin has worked in the ad ops group for almost four years," said **Michael Carroll**, PCW/MW SVP/group publisher. "Since his hire he has been a huge asset to the group. His knowledge and drive have really helped PCW.com and MW.com navigate through some difficult waters over the years. Since becoming manager of ad ops, Kevin has shown the ability to hire, lead, train and take on other areas that are essential to the success of both PCW and MW. Having Kevin as the director of this group will help us to reach our goals and build a rock-solid ad ops team."
kevin_barden@pcworld.com

New employees

IDG WORLD UPDATE

Vlasak

GamePro Media has hired **Joe Vlasak** as regional sales manager. He was previously an account executive with Winstar Interactive. He earned a B.A. in English literature from The Citadel in Charleston, S.C. and enjoys softball, mountain biking, golf and spending time with his new son Jonah.
joe_vlasak@gamepro.com

PETER SHORT

Iaricci

IDC Framingham has hired **Matt Iaricci** as a senior account executive with its Emerging Markets group. He was previously an account executive with Aramark and holds a B.S. in business administration from Sacred Heart University in Bridgeport, Conn. An avid sports fan, he enjoys working out and playing hockey and has run in the Boston Marathon.
miaricci@idc.com

Ilham Samudera joins IDC Asia/Pacific's Singapore office as a senior market analyst with the Telecommunications group. Before joining IDC, he was a senior researcher with Lawton & Yeo Design Associates Ltd. where he spearheaded the launch of a new research division. He holds a B.S. in psychology from Universitas Indonesia and an M.S. in information systems from Strayer University in Washington, D.C. In his free time he enjoys golf, bowling, mountain-biking and spending time with his 19-month-old daughter. *isamudera@idc.com*

Sudev Bangah joins IDC Malaysia's Telecommunications group as a senior market analyst conducting research in IDC's Emerging Asia Countries group, focusing on Pakistan, Bangladesh and Sri Lanka. Before joining IDC, he was a senior executive at Multimedia Development Corp. He holds a B.S. in psychology from Curtin University of Technology in Perth, Australia. In his free time he enjoys playing the guitar.
sbangah@idc.com

PETER SHORT

Jin

Previously a research assistant at MIT, **Liwen Jin** is now research analyst with IDC Framingham's New Initiatives group. She holds an M.S. in comparative media studies from MIT and enjoys hiking. *ljin@idc.com*

CHRISTOPHER KAY

DeLuca

Web Developer **Teresa DeLuca** comes to IDG's Technology Services Group from the Fay School where she was a database administrator. She holds a B.A. in mathematics from William Paterson University in Wayne, N.J., and an M.S. in computer science from Montclair (N.J.) State University. In her free time she enjoys reading, gardening and spending time with her daughters.
teresa_deluca@idg.com

IDC Benelux has hired **Mark Kitchell** as a senior consultant, a title he also held at his previous employer Ibulient Technologies. He holds two degrees from the University of Virginia, a B.A. in history and an M.B.A. from the Darden School. He enjoys World War II history, motorcycling and camping and recently became an EU citizen. *mkitchell@idc.com*

IDC Malaysia has hired **Emily Pan** as a customer sales representative based in Kuala Lumpur. She has more than eight years of sales experience, most recently as a channel sales representative with an IT distribution house. She earned a diploma in accounting from Malaysia's Sabah Institute of Management. *epan@idc.com*

Send information for the Noteworthy section to world_update@idg.com.

IDG's Leslie Baldi plans raffle to raise funds for MS Society 50-Mile Challenge

***Leslie Baldi** crosses last year's finish line.*

IDG Corporate Services Group Senior Accountant **Leslie Baldi** will be participating in the MS Challenge Walk sponsored by the National Multiple Sclerosis Society, which is a 50-mile walk taking place on Cape Cod Sept. 5-7. This will be Leslie's fifth year participating in this event. Leslie will be walking as part of team "Baldi's MS Busters" in support of a close family member who was diagnosed with MS in 2003. The team has a fund-raising goal of $10,000 this year.

In order to help in their fundraising efforts, Leslie's team has put together a raffle. Prizes include two pairs of Patriots tickets (11/09/08 against the Buffalo Bills), two pairs of Bruins tickets (game TBA), Apple iPod 80GB Black, two $50 Exxon Mobil gas cards, various gift cards from iTunes, Target, Home Depot, Stop & Shop, spa gift baskets, wine gift baskets, a wine tasting party, complimentary night at a Marriot Courtyard Hotel and many other items.There are multiple chances to win and prizes are still coming in! Tickets are $10 each, three for $25 and ten for $50.

If you would like to make a donation and receive raffle tickets to support Leslie and her team, please visit her donation page at www.nationalmssociety.org/goto/leslie_baldi or contact her directly at leslie_baldi@idg.com for more information and a complete list of raffle prizes.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

30

Heinz Zimmermann *IDG Germany*

25

Georg Sing *IDG Germany*

20

Abbie Lundburg *CXO Media*
Esther van Dijk *IDC Benelux*

17

Keith Henry *IDC U.K.*
Kenneth Bäckström *IDG Sweden*

16

Michael Wallace *IDC*
Sally Hudson *IDC*
Ola Fors *IDG Sweden*

15

Carol Glasheen *IDC*
Frank Froma *IDG Netherlands*

14

Lizah Aman *IDC Malaysia*
Anders Sjölander *IDG Sweden*
Hakan Ogelid *IDG Sweden*

[illegible]3

[illegible]th Kmetz *IDC*
Mette Ahorlu *IDC U.K.*
Christian Jahr *IDG Germany*
Franz Koivunen *IDG Sweden*

12

Sandra Ng *IDC Singapore*
Achim Schaefers *IDG Germany*
Rumi Nakano *IDC Japan*
Hiroko Ito *IDG Japan*

11

Jan Öhlund *IDG Sweden*

10

Bjørn Hemmingsen *IDG Denmark*
Alain Petrissans *IDC France*
Andreas Perband *IDG Germany*

9

Hoang Nguyen *IDC*
Peer Rene Nordlund Jensen *IDG Denmark*
Laurie Butson *IDG Training and Development*
Isa Korn *IDC U.K.*
Stéphane Krawczyk *IDC France*
Mike Hartmann *IDG Germany*
Anders Engström *IDG Sweden*
Fredrik Claesson *IDG Sweden*
Catrine Haglund *IDG Sweden*

[illegible]a Stevenson *Enterprise Services Group*
Petr Vopalecky *IDG Czech*
Jane Li *IDG China*
Filomena Cherta *IDC*
Alexander Weis *IDC*
Anthony Strattner *IDC*
Colwyn Munro *IDG Global Solutions EMEA*
Deanne McIntosh *IDG Australia*
Milly Xiang *IDC China*
Ivy Lok *IDC Hong Kong*
Krystyna Kmiecinska *IDG Poland*
Nelly Visanji *IDG Sweden*
Frida Lundh *IDG Sweden*

7

Karen Ren *IDG China*
Daphne Chung *IDC Singapore*
Jakub Zurek *IDG Poland*
Edyta Mroz *IDG Poland*
Jeanine Menes *IDG Netherlands*

6

Bob Bragdon *CXO Media*
Amy Danielowich *CXO Media*
Verity Homewood *IDG Global Solutions EMEA*
Edgar Fierro *IDC Mexico*
David Bhulapatna *IDG Germany*
Kai Schmidt *IDG Germany*
Dirk Steiger *IDG Germany*

5

Per-Arne Sandegren *IDC Nordic*
Bob Melk *CXO Media*
Graeme Muller *IDC Australia/New Zealand*
Hai-Wun Tan *IDC Singapore*
Turid Hegseth *IDG Sweden*
Karen Haslam *IDG U.K.*

4

Diann Daniel *CXO Media*
Hana Vancurova *IDG Czech*
Lisa Rowan *IDC*
Bridgette Brown *IDG Australia*
Phawadee Pongsupan *IDC Thailand*
Soo Kyum Kim *IDC Korea*
Giles Mallon *IDG U.K.*
Luc Pruvot *IDC France*
Reinaldo Sakis *IDC Brazil*
Szymon Augustyniak *IDG Poland*
Rodrigo Crocco *Now! Digital Business Ltda.*
Oskar Enerlund *IDG Sweden*

3

Michael Friedenberg *CXO Media*
Roberta Powell *IDC*
Damian Hatcher *IDG Global Solutions EMEA*
Andrew Kleim *IDG Australia*
Julia Talevski *IDG Australia*
Rebeca Cruz *IDC Mexico*
Flavio Remontti *Now! Digital Business Ltda.*
Simon Grabiec *IDG Sweden*
Tard Wennerborg *IDG Sweden*
Tomoko Nakatsukasa *IDC Japan*
Ikuo Takafuji *IDC Japan*

2

Staffan Södermann *IDC Nordic*
Carsten Schmidt *IDC Nordic*
Karen Mitchell-Capland *CXO Media*
Susan Bryant-Still *CXO Media*
Francis Dunne *IDC*
Shannon Roche *IDC*
Bridget Kester *IDC*
Mads Bang Jensen *IDG Denmark*
Allan Bauer *IDG Denmark*
Kristian Hansen *IDG Denmark*
Charlotte Jakobsen *IDG Denmark*
Lasse Jeppesen *IDG Denmark*
Helle Francios Knudsen *IDG Denmark*
Maria Belen Alemany *IDC Argentina*
Christine Thonhauser *IDG Germany*
Regina Bernhard *IDG Germany*
Wiltrud Eickhoff *IDG Germany*
Gerson Sakurai *Now! Digital Business Ltda.*
Sueli Godoy *Now! Digital Business Ltda.*
Bo Björmander *IDG Sweden*
Marcus Jerräng *IDG Sweden*
Masahiro Katayama *IDC Japan*
Dániel Hadházi *IDG Hungary*

1

Vanessa Boris *Online Publishing Group*
Colin Lauver *Online Publishing Group*
Amy Small *Enterprise Services Group*
Yolanda Chi *IDG China*
Marcelo Urjel *IDC*
Amy Chen *IDC China*
Srilatha Dharmavaram *IDC Center for Consultancy and Research*
Ramasubramoni Rar *IDC Center for Consultancy and Research*
Gerald Wang *IDC Singapore*
Mario Lombardo *IDG U.K.*
Marco Antonio Seriacopi *IDC Italy*
Alexandre Vargas *IDC Italy*
Christian Regner *IDG Germany*
Heike Koehler *IDG Germany*
Eliseu Mendes *Now! Digital Business Ltda.*
Adam Hassan *IDG Sweden*
Mans Trithipakij *IDG Sweden*
Anders Vesterlund *IDG Sweden*
Fredrik Roos *IDG Sweden*
Taro Jinbo *IDG Japan*
Adam Smith *IDG U.K.*
Douglas Green *IDG U.K.*

Send anniversary information to *IDG World Update* at world_update@idg.com.

IDC announces U.S. sales winners

ALEX WEIS

IDC Senior Client Services Representative ***Teresa Tassone*** *and Account Executive/Industry Major Accounts* ***Bill Davis*** *were among the outstanding sales performers who were recognized during the U.S. sales team's teleconference on June 18. Tassone and Lead Client Services Representative* ***Monica Bennett*** *won for Account Sales Team Highest % of Plan, and Davis won for Account Salesperson Highest % of Plan. The three are based at IDC's San Mateo, Calif., office.*

For a complete list of winners for sales year 2008, see the article on www.idgcentral.com.

celebrating 10!

Name
Manuel Pastor

Home
Madrid, Spain

Joined IDG Spain
January 19, 1998 as an intern at CW España.

Career path
CW intern; CW journalist; online manager, IDG Spain; country manager, IDG Spain.

Current title
Country Manager, IDG Spain.

Interests outside the office
Sports, reading and going to the cinema.

Dream destination
Greek Islands and Galicia (northwest coast of Spain). I am going there this summer.

Fantasy job
Playing forward for Spain's professional football club Real Madrid.

Your idea of a perfect day alone?
Windsurfing at a Mediterranean beach.

Most prized possession
An original Spartan shield from the movie "300." There are only 300 in the world.

Favorite celebrity encounter
I played football with Peyton Manning when I was an exchange student in the U.S. in 1992.

Favorite gadget
My Blackberry.

Your last meal would be
Gazpacho (Spanish cold tomato soup, delicious in summer!)

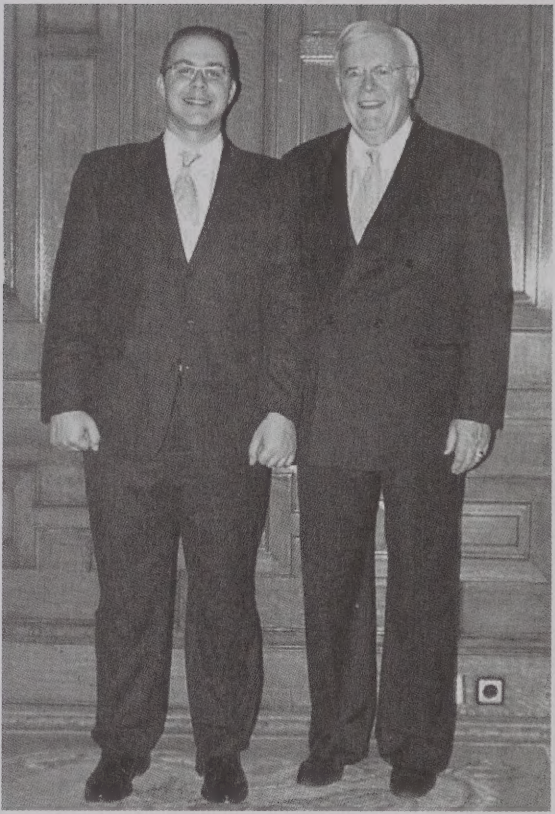
What others can't tell just by looking at me
That I hate snakes.

If you won the lottery tomorrow, you would
Throw a big party and the next day go back to work with a huge smile.

Retirement dreams?
To become a fisherman in the Greek islands of Cyclades.

From the chair of IDG Spain's ORB
"Manuel has many qualities — he's highly intelligent and thoughtful and very quick to see the business opportunities available in the market and to harness them to the benefit of IDG Spain. He earned his flying colors as the online manager for Spain showing a flair for quick 'Let's try it' start- ups and developing a business with stellar revenue and profit growth rates. More recently as managing director for IDG Spain, Manuel has skillfully architected his vision for the future of the company. With his great work ethic, his loyalty to his people and his easy communication style, I am confident that he will achieve it. Manuel is not only a consummate professional, but he is also a charming man. It's a privilege to have Manuel as an IDG colleague."

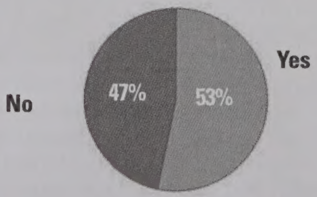
— Keith Arnot, VP, international finance and chair of the IDG Spain Operating Review Board



*IDG Spain Country Manager **Manuel Pastor** (l) was the guest of IDG Chairman **Pat McGovern** at a dinner celebrating his 10 years of service to the company.*

Question of the Week results for July 14

If you had the ideal opportunity, would you move permanently to another country?



Log on to www.idgcentral.com to vote on this week's question: **Did you check e-mail during your last vacation?**

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Keith Arnot *IDG U.K.*
Marta Garcia *IDG Spain*
Amy Kim *IDG Korea*
Jill Martay *Computerworld*
Eric Patterson *GamePro Media*
Dan Orum *GamePro Media*
Ruth Sager *IDC*
John Yarney *CIO Ghana*

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 Web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG also publishes more than 300 magazines and newspapers in 85 countries. IDG's media brands include CIO, CSO, Computerworld, GamePro, InfoWorld, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, Entertainment for All Expo (E for All), Storage Networking World and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events. More details at http://www.idg.com.

IDG World Update

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PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

IDG partners with AMD in largest marketing program ever

Two-year partnership worth several million dollars per year

IDG recently launched the most comprehensive marketing program it has ever undertaken on behalf of a customer, and early reports are that the customer is "thrilled."

The two-year partnership between IDG and chip manufacturer AMD is valued at several million dollars per year and is designed to both educate and drive product demand among enterprise and SMB IT decision makers. Content will focus on leading and emerging technologies and solutions with an emphasis on how products from AMD's technology partners, including Hewlett-Packard, Dell, IBM and Microsoft, can provide solutions to meet the business needs of this target audience.

The centerpieces of the program are a continuously updated Web site — www.accelerateresults.com — which currently features more than 140 original content assets, and a quarterly magazine, Accelerate, which offers two discrete editions – SMB and enterprise — and features stories and case studies on the technologies that are driving business performance. IDG will post an average of over 120 addi-

IDG WORLD UPDATE

Among the multi-business unit team collaborating on the AMD marketing program are (l-r): ***Bill Rigby****, account services manager, Computerworld;* ***Carol Venezia****, program manager, IDG Corporate Sales;* ***Charles Lee****, VP, business development, IDG Corporate Sales;* ***Debra Bulkeley****, senior managing editor, CXO Media Custom Solutions Group and* ***Gregg Pinsky****, VP/ online sales and operations, Computerworld.*

continued on page 4

Launch event for CIO Pakistan generates great enthusiasm

Turnout twice that expected; awards program, dinner round out day

Last week the business community in Pakistan celebrated the debut of a local edition of CIO magazine at a half-day launch event in Karachi that also featured an international lineup of speakers, the first annual Technology Pioneer Awards, the unveiling of a Web site (www.ciopakistan.com) and an invitation-only networking dinner.

Enthusiasm for the new monthly, which faces virtually no local competition, was evident in the much-larger-than-expected turnout for the launch. "We began marketing the event extremely late — just three weeks before the launch," said **Rabia Garib**, CEO of Rasala Publications Group, IDG's publishing partner in Pakistan. "And online marketing began just four days ago. We were aiming for about 150 C-level executives from IT companies and the banking, textile and government sectors. The day before the event we had 208 confirmed attendees and the next day, more than 330 people showed up." And, noted Garib, "from the feverish networking buzz

CIO Pakistan Editor-in-chief ***Rabia Garib*** *talks with media partner CNBC Pakistan at the launch event.*

continued on page 5

> *"This campaign moves us into the publishing services business for tech vendors that want to be credible content producers backed by a premier media company."*
>
> *— Charles Lee, VP, business development, IDG Corporate Sales*

Register for the 2008 Global Product Line Meeting

This year's Global Product Line meeting will be held Oct. 19-22 in Lisbon, Portugal. It will be a combined meeting for employees or license partners worldwide involved in IDG's Enterprise and Consumer brands.

There will also be an optional workshop for high-potential managers, "Managing Staff in an Online World," on Oct. 23.

Hotel reservations must be made by Sept. 25. See the link on the home page of IDG Central for more details or write to samantha_saunders@idg.com.au, michele_putt@idg.com or jean_gasbarro@idg.com. For the Oct. 23 workshop, write to laurie_butson@idg.com.

Inside this issue

IDG properties win more than 40 awards at ASBPE event *page 2*

IDG Research Services unveils new Web site *page 2*

Pat McGovern's Vietnam visit includes expo, award presentation and Ventures event *page 2*

One on one: IDC Asia/Pacific Insights' Cort Isernhagen *page 3*

Celebrating 10! IDC's Joan Young *page 8*

IDG properties win ASBPE awards across multiple categories

IDG editors and designers needed a wheelbarrow to cart home their haul of this year's American Society of Business Publication Editors (ASBPE) awards. IDG publications took home 42 gold, silver and bronze awards in 39 categories.

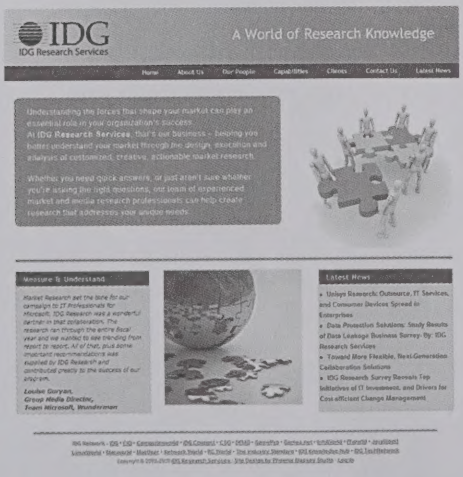
In addition, Computerworld.com won the Web Site of the Year award, while Network World was named Multi-Platform Presentation winner.

On top of that clutch of awards, as part of its 30th Azbee Awards of Excellence, ASBPE also named the top business-to-business magazines since 2000 and the top five B2B Web sites since 2002. IDG swept all three categories, with CIO and CSO taking the magazine category (for 80,000-or-more circulation and under 80,000, respectively). CIO.com was chosen as the top Web site.

For a complete list of winners, see this article on IDG Central or go to www.asbpe.org/contest/contest.htm. WU

IDG Research Services unveils redesigned and enhanced Web site

IDG Research Services, which specializes in quantitative marketing and media-related research for IDG business units and external companies, introduced its redesigned Web site (www.idgresearch.com) late last month.



Understanding the forces that shape your market can play an essential role in your organization's success.
At **IDG Research Services**, that's our business – helping you better understand your market through the design, execution and analysis of customized, creative, actionable market research.

Whether you need quick answers, or just aren't sure whether you're asking the right questions, our team of experienced market and media research professionals can help create research that addresses your unique needs.

Measure & Understand

Market Research set the tone for our campaign to IT Professionals for Microsoft. IDG Research was a wonderful partner in that collaboration. The research ran through the entire fiscal year and we wanted to see trending from report to report. All of that, plus some important recommendations was supplied by IDG Research and contributed greatly to the success of our program.

Louise Guryan,
Group Media Director,
Team Microsoft, Wunderman

Latest News

- Unisys Research: Outsource, IT Services, and Consumer Devices Spread in Enterprises
- Data Protection Solutions: Study Results of Data Leakage Business Survey- By: IDG Research Services
- Toward More Flexible, Next Generation Collaboration Solutions
- IDG Research Survey Reveals Top Initiatives of IT Investment, and Drivers for Cost-efficient Change Management

The site's look and feel is now more consistent with a number of other IDG sites and includes links to IDG Network properties in the footer as well as in the Latest News section with press releases about some of Research Services' latest studies.

Other new elements include customer testimonials, bios for all nine Research Services employees, a group photo and more details about the team's global research capabilities such as providing translation services, online survey programming in multiple languages, and procurement of non-U.S. samples in conjunction with trusted partners, as well as global and regional analysis of survey results.

The business unit modified its tagline, previously "Where your questions find the answers" to "A World of Research Knowledge."

The staff plans to add a research best practices section in the coming months.

Contact Michele Peoples at michele_peoples@idgresearch.com. WU

McGovern's Vietnam visit includes expo, award and IDG Ventures event

*(L-R): Tran Trong Nghia, director of Ho Chi Minh City's Investment and Trade Promotion Center, IDG Chairman **Pat McGovern**, Nguyen Thi Hong, vice chairwoman of Ho Chi Minh City People's Committee, and IDC Vietnam Country Director **Lam Nguyen** cut the red ribbon to open the ICT Showcase Week in Ho Chi Minh City, a promotion for several IDG activities as well as a smaller IT event downtown.*

IDG Chairman **Pat McGovern**'s visit to Vietnam last month included multiple meetings and events with government leaders, partners and clients.

While in Ho Chi Minh City, McGovern spoke at the opening ceremony of the 13th annaul Vietnam Computer Electronics World Expo, which drew 245,000 attendees, and its conference, Vietnam ICT Outlook.

McGovern also participated in a press conference announcing IDG Ventures Vietnam's investment in two local companies: Pyramid Consulting, a world-class solutions provider for Web, wireless/SMS and multimedia development that is based in Belgium but has a development office in Vietnam; and Muaban.net, a popular classified advertising site.

McGovern later traveled to Ha[illegible] to meet with Vietnam's minister of education and training, who extended his appreciation for IDG's contribution to the country's IT industry. During a client dinner that evening the vice minister of information and communications in Vietnam presented McGovern with the Medal for the Cause of Post, Telecommunications and IT Development for his positive impact on the country's IT industry.

McGovern also visited the dean and management board of Vietnam National University. WU

Employee blogs on IDG Central

Check the new posts on Mobile Alert ("The mobile internet sits largely unloved on the home screen of our handsets"), Driving Innovation ("Mobilizing the Passive Job Seeker") and the IDG Training Blog ("Summer Reading List").

Comment and start a conversation at www.idgcentral.com.

New address for Network World

Network World has moved as of July 28. The new contact information is:

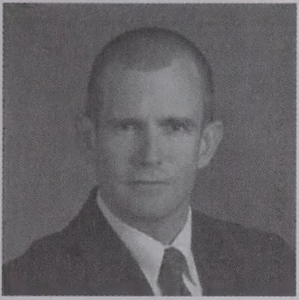
492 Old Connecticut Path
Framingham, MA 01701

Main tel: 508-766-5301
Toll-free main tel: 1-800-622-1108

one on one the interview

Cort Isernhagen

The vice president of IDC Insights for the Asia/Pacific region is this week's columnist. Reach him at cisernhagen@idc.com.



Q What are IDC's Insights companies?

A IDC's Insights companies are a group of industry-focused businesses within IDC that target the financial services, manufacturing, government, energy, health and retail industries. These businesses provide research and advisory services to users of technology and line-of-business executives in each industry. The research looks at business processes, technology innovation and how it can be used to achieve mission-critical success in each sector.

Where IDC analysts have traditionally been technology experts, Insights analysts are considered to be industry experts. Most times, the analysts joining the Insights businesses are being hired directly from the industry that they will be covering. As such, they know, first hand, the business issues that that industry is facing. Having that understanding is very valuable to our customers.

Q What is the strategic planning behind rolling out Insights in Asia/Pacific?

A Based on the strong foundation we have built in the U.S. and EMEA markets, we are now rolling out the Insights footprint in Asia/Pacific. We have four businesses launched in the region now (covering financial services, manufacturing, government and health) and are planning two more in this next fiscal year (energy and retail).

Having this global footprint is key for our customers. In fact, many organizations look to benchmark themselves against other similarly sized companies in other markets. Having industry experts in all the major regions of the world allows the Insights groups to provide that type of information to our clients.

Q How are your companies integrated with Insights in the U.S. and elsewhere?

A Just as IDC's global footprint is a key competitive advantage for the firm, the Insights companies enjoy the same benefits. The Insights businesses have more than 100 analysts around the world who allow us to provide unprecedented research, benchmarking and best practices for companies in the industries we serve.

Although each business unit has regional teams spread out around the world, they work as global units by collaborating on projects, research agendas, and customer service from around the globe.

Q What kinds of customers do you have in Asia, and what kinds of projects are your teams working on?

A In addition to helping IT suppliers in Asia sell more effectively into specific industries, we are seeing strong growth in our business with the buyers of technology as well. For example, our Financial Insights Asia/Pacific group has helped several different financial institutions in the region develop strategic IT roadmaps, as well as short list which vendor solutions would be most appropriate for them. Our Government Insights Asia/Pacific group has frequent high-level discussions with ministry officials in several countries providing guidance on such topics as national IT planning, eco-friendly cities and IT governance and standards issues. Our Health Industry Insights Asia/Pacific group has worked with ministry of health officials in certain markets to attract investments for healthcare innovation for those countries.

Q How are the Insights companies differentiated from IDC's traditional business, and how are they complementary?

A For the past 44 years, IDC has built an unprecedented global team of technology experts. The company strategy for the Insights businesses seeks to build a similarly talented team of industry experts. As the business issues of running a company in a particular industry are becoming more and more dependent on the technology issues within a company, the traditional IDC analyst and the Insights analyst working together can be highly complimentary to a particular project.

Q How has your IDG career unfolded since you joined IDG Books as a temp in 1995?

A After graduate school, I was looking for a career with international responsibilities. I just happened to stumble upon a temporary part-time position with IDG Books, working in their international licensing unit in California; I decided I would take the job while I continued my job search. From that start, IDG has provided me with opportunities to work with IDG Asia, IDC Asia/Pacific, as well as IDC's corporate headquarters in Framingham, Mass. I would have never expected I would be at the firm for more than 11 years, but the professional opportunities I have had, as well as the outstanding colleagues I have been able to work with, have made this a great place to build a career.

Send columnist ideas to world_update@idg.com. WU

Insights companies at-a-glance

Launch years (in the U.S.)

Financial Insights
2002

Health Industry Insights
2003

Manufacturing Insights
2005

Energy Insights
2005

Government Insights
2006

Global Retail Insights
2007

Number of Insights analysts
Over 100 worldwide.

High-growth Insights business in Asia/Pacific
Within ASEAN, Malaysia, Thailand and Vietnam have seen steady growth this year. For North Asia, China is doing very well, and Korea has started to pick up the pace by signing up their first Energy Insights customer. In the Pacific, both Australia and New Zealand have made very strong contributions this year in the health, government and financial sectors.

Coming up

IDC's IT Security, Storage and Business Continuity Roadshow
Aug. 25
Cairo, Egypt
www.idc-cema.com

NGDC and Data Management
An IDG Korea event
Sept. 3-4
Seoul
idgevent.co.kr

Business Intelligence Perspectives
A Computerworld event
Sept. 8-10
Phoenix
www.biperspectives.com/

IDC's IT Security Roadshow
Sept. 10-11
Vienna, Austria
www.idc-cema.com

IDC Security, Storage, Virtualization and Green Data Centers Roadshow
Sept. 11
Nicosia, Cyprus
www.idc-cema.com

SOA Executive Forum
An InfoWorld event
Sept. 16-17
New York City
www.infoworld.com

The Security Standard
A Network World event
Sept. 16-17
Chicago
www.thesecuritystandard.net/

Green IT Symposium
A Computerworld event
Sept. 17-18
Washington, D.C.
www.greenitsymposium.com

AMD

continued from page 1

tional content assets quarterly. AMD is the exclusive sponsor of this site.

"This is an absolutely unique program — not even remotely like anything we've ever done," said **Charles Lee**, VP, business development, IDG Corporate Sales. "This campaign showcases the combined strength of IDG bringing together its media, loyal audiences and research expertise to help AMD and its partners develop and maintain a reputation as both a technology and information company to grow their business with enterprise and SMB organizations."

Accelerate is a glossy, four-color quarterly available in separate versions for enterprise and SMB technology users.

One unique feature of the campaign is the level of cross-business unit cooperation and participation that is involved, Lee noted. In all, 12 IDG business units had a hand in bringing this program to life. The core development team consisted of **Carol Venezia**, program manager at IDG Corporate Sales, who managed the project; **Bill Laberis**, VP of Partner Content Strategies, Computerworld; **Debra Bulkeley**, CXO Media Custom Solutions Group senior managing editor; **Ray Anderson**, CTO, Online Publishing Group; **Bill Rigby**, account services manager, Computerworld; **Gregg Pinsky**, VP/online sales and operations, Computerworld; **Karen Capland**, project manager, CXO Media; and **Cheryl Giangregorio**, sales operations manager, IDG Corporate Sales, who worked with Web development partner Alternative Productions to create what is a "one-of-a-kind, IDG-first site," Lee said.

In addition, colleagues at InfoWorld, PC World, IDG Research Services, Network World, ITWorld, IDG Connect and IDC all contributed to the program.

The site features original content developed by IDG, AMD and AMD technology partner-generated content and ads. It is divided into two categories: enterprise and small and medium businesses, representing AMD's key end-user market. Visitors will find analysis, opinion, white papers, topic-specific kno[illegible]edge centers, research, videos, how-to videos and case studies. The entire program was designed built to scale for international expansion, Lee said.

Accelerate magazine is a glossy, four-color quarterly with separate versions for enterprise and SMB technology users. It contains user stories, partner case studies and AMD technology news. The magazine is available in digital format as well at www.accelerateresults.com/page/subscribe_magazine.

"This site is the most sophisticated, content-rich site that IDG has ever produced for a custom program," Venezia said. "There are many talented people in numerous business units who helped to deliver a site that the client is just thrilled with."

Individual IDG business units are helping to drive traffic to the Accelerate site from their own sites via text links. In addition, Venezia said the site is being marketed via targeted e-mail. "Page views and leads are by far the largest we've seen out of a program like this," said Lee. "We had almost 2,000 leads in the month of June alone and close to 70,000 page views during the same timeframe, which is huge for a custom Web site." Search engine optimization is also a big part of this program and currently is responsible for over half of the site's traffic.

"The enormous size of this campaign required us to pull together best-of-class resources from across IDG and the inclusion of so many business units clearly demonstrates IDG's lead position and speaks volumes about the breadth and quality of IDG's portfolio," Lee said. "This campaign moves us into the publishing services business for tech vendors that want to be credible content producers backed by a premier media company."

Contact Charles Lee at charles_lee@idg.com. WU

Don't let time run out! Calendar contest countdown begins

As in recent years, IDG employees will be able to choose the 12 winners by voting for their favorite photos on IDG Central in late September.

The Sept. 12 deadline for the 25th Annual IDG Employee Photo Calendar Contest is fast approaching. Don't miss your chance to have your masterpiece vie to be part of the calendar that adorns IDG business unit offices and cubicles around the globe. Twelve photos will be selected; first, second and third prize winners will receive $300, $200 and $150, respectively.

A complete set of rules can be found on the home page link on IDG Central, but the basics are:

- Submit up to two color or black-and-white digital images, prints or 35mm slides on any subject. Electronic images must be a large, high-resolution file of at least 240 dpi.
- Label each entry with your name, business unit, telephone and e-mail address. Do not write directly on the back of your photos.
- Be sure to include a title for your photograph(s).
- Photos will not be returned.

Send your photos to: IDG World Update, Photo Calendar Contest, 3 Post Office Square, 4th floor, Boston, MA 02109 U.S.A. or world_update@idg.com.

CIO Pakistan

continued from page 1

CIO
PAKISTAN
Inspiring Innovation
How Pakistan's First Paperless Hospital Uses Technology to Provide Better Quality Healthcare
IDG

Each month, CIO Pakistan will be accompanied by one of three supplemental titles, CEO Pakistan, CMO Pakistan or CSO Pakistan.

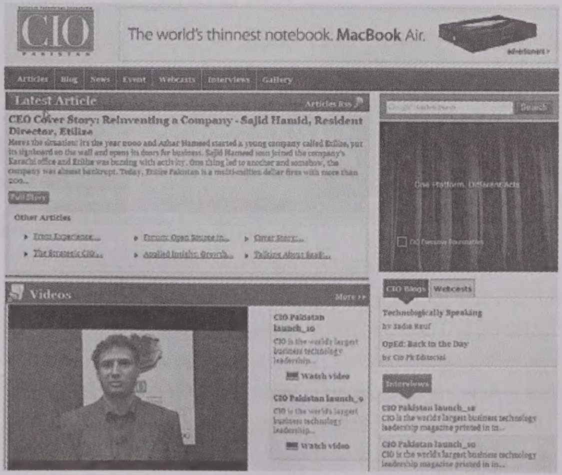
throughout the day, I'd estimate about 300 of these were our target audience."

Garib, who also serves as editor-in-chief of CIO Pakistan, credited broadcast media partner CNBC Pakistan with effectively helping to promote the event both before and after it took place. "We had some great support from people like Hamza Hashmi, our partner who is managing the CIO events in Pakistan, as well as companies such as KalSoft and Teradata that lent their support," Garib said.

CIO will be published in English and have a controlled circulation of approximately 8,000. Each month it will be accompanied by one of three rotating additional titles: CEO, CMO or CSO. The launch issue contained about 90% local content including a large feature on the country's E-Government Computerized Electoral Rolls Project, which automated the previously manual balloting system and was deployed for the first time in Pakistan's recent national election. Another article featured an interview with the MIS manager of Indus Hospital who talked about the challenge of running Pakistan's first truly paperless hospital.

CIO's Technology Pioneer Awards honored 16 individuals for their contributions to the growth of Pakistan's IT industry during the past 10 years. A panel of CIOs reviewed the nominees and selected winners in the following categories:

- Pioneers in Telecommunications
- Bringing Global Technology Brands into Pakistan
- Pioneers in the Local Industry
- Pioneers in Contributing to IT Education in Pakistan
- Taking Technology Global: Building Pakistan's Image Abroad
- Pioneers in Innovation
- Inspiring Innovation
- Pioneers in Governance
- Special Contributions to the local Industry
- Youth's Achievements in Technology



CEO Cover Story: Reinventing a Company - Sajid Hamid, Resident Director, Etilize

CIO Pakistan launch_10

CIO Pakistan launch_9

Technologically Speaking
by Sadia Rauf

OpEd: Back in the Day
by Cio Pk Editorial

*CIO Pakistan's Web site, which was formally introduced at last week's launch event, is currently "a work in progress," noted **Rabia Garib**, CEO of Rasala Publications Group and editor-in-chief of the magazine. "I feel the Web will play a critical role in the success of CIO in Pakistan," she said, "and we've already been asked to support a tremendous marketing 2.0 event at the end of the month where I will be making my first formal speaking appearance representing CIO Pakistan in a public forum." Garib said her team plans to launch a second, "more refined" version of the portal at that event, which will also feature speakers from Yahoo, Microsoft and Google as well as local companies.*

***Margaret Adam**, research manager at IDC (UAE) was one of the speakers at last week's launch.*

Interviews with the winners were published in CEO Pakistan as well as on the Web site.

Enthusiasm for the new publication carried over to the dinner that evening to which 50 key executives had been invited and to which 59 showed up, Garib said. Khurram Kalia, president and CEO of KalSoft and Dr. Aamir Matin, country general manager of Cisco Systems Pakistan, spoke about the industry's significant achievements in Pakistan.

"Overall, we've gotten very positive feedback from the industry, despite the current turbulent political situation," Garib said. "Our country is barely 60 years old, and if we closely explore other nations that have come about in the same space and situation, we find Pakistan is at the right place and with time, our economic indicators will force the political situation into a normalized routine.

"And despite the increases in prices for food, electricity and the overall cost of living due to skyrocketing oil prices, the announcement of the local edition of CIO magazine pulled in one of the best, most relevant crowds we've seen in a long time here," Garib said.

For more information, contact Rabia Garib at rabia.garib@ciopakistan.com.

noteworthy people

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

New employees

Sean Buckley is IDG TechNetwork's new sales and marketing coordinator, coming from GE Commercial Finance where he was an enterprise selling analyst. A graduate of Boston's Northeastern University, he holds a B.S. in marketing and finance. He enjoys sports and kart racing and is a two-time World Karting Association Grand National Champion. *sean_buckley@idg.com*

Romoff

Mike Romoff is the new VP, Syndication with IDG Syndication and Networks, coming from NBC's Local Digital group, where he was VP, sales development and ad operations. He holds a B.S. in economics and behavioral economics from Amherst (Mass.) College and an M.B.A. from Columbia University Business School in New York City. A "frustrated golfer," he also plays a number of musical instruments. *michael_romoff@idgsn.com*

Goodchild
LYNN HOLMLUND

Senior Editor **Joan Goodchild** comes to CSO magazine and CSOonline.com from the Boston Business Journal where she was broadcast/Web editor and appeared in a daily TV segment on NECN about local business topics. She holds a B.A. in history from Regis College in Weston, Mass., and an M.S. in journalism from Chicago's Northwestern University. She has a son who is three and a newborn daughter, "so when I'm not chasing a toddler around or changing diapers," she enjoys reading, running and wine. *jgoodchild@cxo.com*

Zaidi
PETER SHORT

IDC Framingham has hired **Syed Ali Zaidi** as a senior research analyst with its IT Consulting and Systems Integration group. He was previously a research analyst with Technology Business Research. A graduate of Boston's Northeastern University, he holds an M.S. in computer systems engineering and an M.B.A. In his free time he enjoys golf, outdoor winter sports and travel. *azaidi@idc.com*

Jennifer Ha joins IDC Korea as a senior market analyst with the Consulting division; she will be responsible for IDC's Vertical Market Intelligence in Korea and provide support for consulting projects and primary research. She was previously a marketing research specialist with ORC International Korea, specializing in consumer research and strategic marketing management. She holds an M.S. in marketing management from Ewha Woman's University in Seoul. *jha@idc.com*

Mashak

With job experiences ranging from client retention specialist in the security and surveillance industry to freelance public relations and marketing consultant to English teacher, **Jason Mashak** has now joined IDC CEMA in Prague as an editor. He holds a B.A. in English and an M.Ed. in language arts from Portland (Oregon) State University, where he first began to take seriously his extracurricular pursuits in poetry. *jmashak@idc.com*

Latchford
IDG WORLD UPDATE

Previously director of interactive sales with the Phoenix Media/Communications Group, **Michael Latchford** joins IDG Global Solutions as online sales manager. He holds a B.S. in advertising/communications from Boston's Suffolk University and enjoys travel, the arts and fitness. *michael_latchford@idg.com*

Gowtham Kumar Sampath joins IDC Asia/Pacific's Bangalore, India, office as a market analyst. Before joining IDC, he was a research analyst at Frost & Sullivan, responsible for semiconductor research for the North American market. He holds a B.S. in electrical and electronic engineering from Sri Chandrasekharendra Saraswati Viswa Maha Vidyalaya University in Kanchipuram, India, and has completed post-graduate work in VLSI design and engineering management at Bangalore's Sandeepani School of VLSI and England's Doncaster Business School, respectively. In his spare time, he enjoys volleyball and classical music. *gsampath@idc.com*

Transfers

Hawkins
IDG WORLD UPDATE

Marla Hawkins, previously Online Publishing Group business and production coordinator, is now associate training specialist with IDG Training and Development. She holds a B.A. in cultural studies and literature from the State University of New York/Empire State College and is currently completing an M.A. in Education at Lesley University in Cambridge, Mass. A crafter and reader, she is also an adult literacy tutor as well as a children's reading mentor with Everybody Wins. *marla_hawkins@idg.com*

Weissman
IDG WORLD UPDATE

Network World Senior Manager, Client Programs **Jane Weissman** moves to IDG Connect where she will be a programs analyst. She holds a B.S. in management from Bentley College in Waltham, Mass., and enjoys travel, reading and her three Labrador retrievers, Gus, Buckley and Wilton. *jane_weissman@idg.com*

Returning employees

Santosus
PETER SHORT

Previously a senior editor at CXO Media, **Megan Santosus** rejoins IDG as an editorial manager with IDC. A graduate of Connecticut College, she holds B.A. in American history, enjoys playing with her three children, running and various sports, including "taking up softball after an eight-year hiatus and not pulling my hamstring." *msantosus@idc.com*

Low
LYNN HOLMLUND

Lafe Low is now editorial content manager with CXO Media's Executive Programs. He began his IDG career with inCider and PC Games at Connell Communications, then moved to InfoWorld's Boston bureau and later worked at CIO magazine and CXO's Executive Programs. He most recently was executive editor for Redmond magazines. He has a B.A. in journalism from Keene State College in Keene, N.H., and enjoys skiing, kayaking, mountain biking and camping. The third edition of his guidebook, "The Best in Tent Camping: New England," was just published. *llow@cxo.com*

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

24

Susan Searle *IDG Australia*

22

David Bromley *IDG World Update*

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Sandra Kupiec *Network World*

19

Heinrich Vaske *IDG Germany*
Simon Salamon *IDC*

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Michele Peoples *IDG Research Services*

13

Jeffrey Kuta *PC World*
Ulla McGee *PC World*
Danielle Levitas *IDC*
Gemma Dietrich *IDC*
Stefan Bohlin *IDG Sweden*

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Andrea D'Amato *Network World*
Brian Kukowski *IDG*
Melissa Gruber *PC World*
Mary Steeves *IDC*
Joel Åsblom *IDG Sweden*
Junya Onuma *IDG Japan*
Maria Koprowska *IDG Poland*

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Cynthia Panzera *Network World*
Bing Zheng *IDG Asia*
Christopher Dawe *IDC*

10

Elias Plastiras *IDG Australia*
Jeffrey Caruso *Network World*
Michele Putt *IDG Int'l. Publishing Services*
Christina Kearney *IDC*
Anne Kittel *IDG Switzerland*

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Laurie Butson *IDG*
Kalpana Ettenson *PC World*
James Hutson *PC World*
Cushing Anderson *IDC*
Kouichi Hamada *IDG Japan*

8

Aislinn Connolly *IDG Australia*
ug Jeans *IDG Australia*
chael Beane *IDG*
Markus Pilzweger *IDG Germany*
Susan Kevorkian *IDC*
Charles Kolodgy *IDC*
Judith Hodges *IDC*

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Leslie Bachand *IDC*

6

Michael Shirer *IDC*
Masako Ito *IDG Japan*

4

Denyse Robertson *IDG Australia*
Sean McCracken *IDG*
Sarah Santos *IDG*
Matthew Yorke *IDG Corporate Sales*
Marie Hemberg *IDG Sweden*

3

Kathleen Hobin *IDG*
Richard Kazarian *IDG World Expo*
Melinda Kendall *IDG World Expo*
Eugene Taylor *PC World*
Laura DuBois *IDC*
Lynne Dunbrack *IDC*
Bryan Yuan *IDC China*
Daniela Moreira *Now! Digital Business*

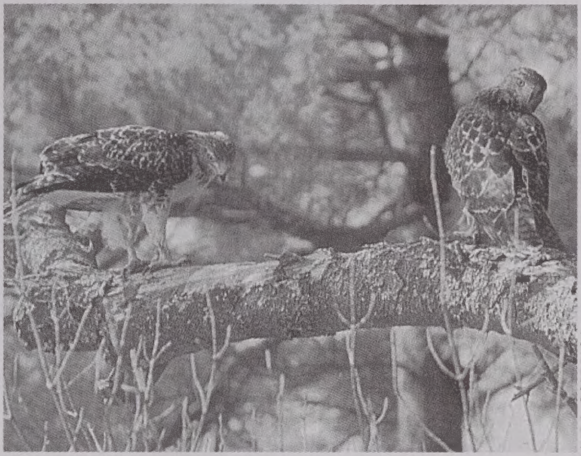
2

Nikki Turnbull *IDG Australia*
Christina Butkiewicus *Network World*
Judith Brown *IDG*
Chenda Ngak *IDG Entertainment*
Springer Huseby *PC World*
Heather Levinson *IDC*
Eli Chan-Lopez *IDC China*
Joel Westerholm *IDG Sweden*
Maria Sameuelsson *IDG Sweden*
Takuo Tsuya *IDC Japan*

1

Darren Pauli *IDG Australia*
Daniel Hunt *Network World*
Michelle Mohr *IDG World Expo*
Andrew Alpert *IDG World Expo*
Jacklyn Vella *IDG World Expo*
Teresa Martinez *IDG*
Rob Burbach *IDC Canada*
Karla Cuadra *IDG Entertainment*
Melody Idilliler *IDG Entertainment*
Brandon Wells *IDG Entertainment*
Moritz Keckstein *IDG Germany*
Robert Hetterich *IDG Germany*
Eric Rasmussen *IDC*
Azuan Sahil *IDC Malaysia*
Helen Chiang *IDC Taiwan*
Peter Chiang *IDC Taiwan*
Daniel Gustafsson *IDG Sweden*

Bye-bye birdie!


LINDA GOLDRICK

The two young hawks, born earlier this spring, have been a common sight for employees at the 3 and 5 Speen Street buildings in Framingham, Mass.

A number of employees at IDG's and IDC's 3 and 5 Speen Street offices in Framingham, Mass., have taken up a new hobby — bird watching — or more specifically, Red-tailed Hawk watching. Earlier this spring, a pair of the raptors took up residence in a pine tree between the two buildings at the edge of the 3 Speen Street parking lot. In June, nest-watchers, including IDC Senior Operations Associate **Linda Goldrick**, reported seeing two newly hatched baby hawks peeking over the edge of their high-rise home.

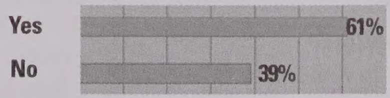
The hawks are no strangers to the IDG buildings, Goldrick said. "There have been a pair here every spring since I've been with the company and that's about nine years now." Goldrick is fairly certain the female hawk was born there and laid her first eggs last year in the same nest she's using now. Only one of the two babies born last year survived.

This year, both of the young hawks have thrived and are on the verge of leaving their nest permanently.

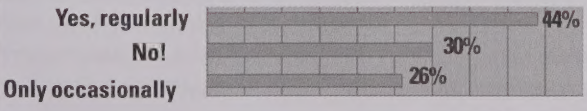
To view more images of last year's baby hawk taken by IDC Director of Financial Planning & Analysis **Thomas Heim**, see this story on IDG Central.

Question of the Week results

Aug. 4: Do you plan to watch the opening ceremonies of the Olympics?



July 28: Did you check your e-mail during your last vacation?



Log on to www.idgcentral.com to vote on this week's question:
What is your favorite Olympic sport?

celebrating 10!

Name
Joan Young

Home
I'm a native Californian. I currently live in Sunnyvale, but am originally from Watsonville (about 100 miles south of San Francisco).

Joined IDC California
July 10, 1995, as Group Operations Coordinator.

Career path
I've been in the same position. What makes the job interesting is that it continues to change and morph all by itself, or so it seems — never a dull moment.

What your job involves
As Senior Group Operations Coordinator I support 18 analysts and consultants in the San Mateo office. Among my duties are processing reports that go into PS&T, pulling financial transcript reports, researching travel options, keeping track of quarterly quotas, sending out e-flashes of draft documents, maintaining spreadsheets and a client database and researching information on companies for the analysts. I am also the lead instigator when it comes to company get-togethers. I have been helping to arrange our annual summer picnic, Halloween and Christmas parties for a number of years.

Best part of your job
I enjoy organizing events, whether they be off-site meetings or our annual potlucks. It's always great when they come off without a hitch.

Latest accomplishment
I sang and acted in an operetta, "The Pirates of Penzance," by Gilbert and Sullivan, which just closed. I was in the women's chorus.

View from my work space
I'm in a cube so my view is the cube walls and, once in a while, I see a Nerf ball fly overhead.

One thing you've learned during your tenure at IDC
There is no such thing as a project being completed and going away. They tend to come back as updates.

What I'm doing to be a better employee
I believe in team work and try to respond to questions and requests in a timely manner. If something takes a little more time than first estimated, I will contact the person to let them know and then give them a new time estimate for completion.

Interests outside the office
Perform and help sew costumes with a non-profit theater group, Lyric Theatre. I am also Lyric's warehouse manager. I also cook, read, and play the clarinet and guitar.

*IDC's **Joan Young** was the guest of IDC Chairman **Pat McGovern** at a dinner celebrating her 10 years of service to the company.*

Fantasy job
Playing and singing in a rock-and-roll band and/or being a professional performer in musicals.

First job?
I worked in the kitchen at a YMCA summer camp when I was 16. I learned how to crack eggs with each hand — lots of scrambled eggs. I also peeled tons of potatoes and made a lot of toast.

What it taught you?
It taught me that I did not want to work in a restaurant for a living. But I still love to cook.

Favorite celebrity encounter
I got to shake hands with Prince Andrew. I was helping with a consulting project that involved the British Consulate in San Francisco and was invited to a reception that Prince Andrew was attending.

What others can't tell just by looking at me
I used to teach and perform a lot of international folk dancing, much of it from the Balkans area. I also used to do Hawaiian and Tahitian dancing.

Manager's profile
"Joan has been such a solid contributor to my team and others. She is a great organizer, problem solver, and does a good job multitasking and managing the relentless needs of over 18 analysts and consulting team members in San Mateo. Joan has also been more involved in tasks that continue to improve our operations, keep the team connected and add value to our research and customers. There is no problem that Joan cannot resolve, and that is invaluable to our team."

— Mario Morales, program vice president, Semiconductor and EMS Research

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Hien Bui *IDG Vietnam*
Rabia Garib *CIO Pakistan*
Linda Goldrick *IDC*
Charles Lee *IDG Corporate Sales*
Lay-Fang Tang *IDC Singapore*
Carol Venezia *IDG Corporate Sales*

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 Web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG also publishes more than 300 magazines and newspapers in 85 countries. IDG's media brands include CIO, CSO, Computerworld, GamePro, InfoWorld, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, Entertainment for All Expo (E for All), Storage Networking World and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events. More details at http://www.idg.com.

IDG WorldUpdate

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WWW.IDGCENTRAL.COM

Share your thoughts on IDG Central's employee blogs

What is your business unit doing in the area of social media optimization? **Alexa Wriggins**, director of online marketing for PC World and Mac Publishing, talks about the importance of driving traffic from social media sites such as Digg, Twitter, LinkedIn and Facebook back to your company's Web sites. The blog she co-writes with **Sean Nakamura**, Behind the Scenes with Audience Development, offers a few ideas on how to take advantage of reader-powered social news sites. Contribute your tips on driving traffic by posting a comment on the blog.

Tom Pimental's blog, Driving Innovation, looks at innovative efforts in online product develoment, drawn in part from his work with CXO Media, CW and InfoWorld. He invites colleagues to share their experiences with online job boards, how they're improving e-newsletters and interesting projects they're planning for FY09,

Inside this issue

IDG News Service adds mobile site *page 2*

Best Practices Exchange: A guide to building a social media strategy *page 2*

World Expo's LinuxWorld, NGDC events showcase open source, data center solutions *page 2*

One on one: IDG World Expo CEO Mary Dolaher *page 3*

Celebrating 10: IDC's Shane Rau *page 8*

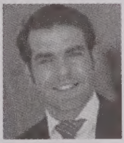
Germany's TecChannel launches community site

TecCommunity offers users a place to share know-how, connect with peers

IDG Germany's TecChannel group is taking a page from Facebook and providing a community site for IT professionals. Launched Aug. 18, TecChannel IT Community (www.teccommunity.de) is designed to let IT executives share know-how and ideas with their peers and stay current with industry developments.

"Sharing knowledge is getting more and more important, and we want to help our readers to get better every day," said TecChannel Publisher **Dirk Limburg**.

Each IT Community user can create his or her own free personal business and IT profile, and the site will help connect users with similar areas of expertise. Users can post articles, reviews and how-to stories of their own or refer to articles from IDG and non-IDG sites, whose usefulness can be rated and ranked by other site members.



Limburg

"We're allowing content from non-IDG sites, as the majority of our users have two or three sources of information," Limburg said. "If we allow all news postings we make sure that users will stay at our site instead of going elsewhere." Most of the news articles on TecChannel's main site (www.tecchannel.de) will be linked to the community site and vice versa to drive traffic to both.

TecChannel and TecCommunity are separate sites, each with a different look and feel. "We decided to separate the two, since TecCommunity users and

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Community management: Strategies for herding cats

*By **Kellie Parker**, online community manager, PC World & Macworld*

When asked to describe my job as the online community manager of PC World and Macworld, I'm tempted to respond with "Chief Cat Herder." This is because I often feel like I'm being pulled in many different directions, trying to get separate groups, each with their own needs and wants, to follow the same path. Here are some of the strategies that I've found help to tame the madness.

Meet the Cats

Most of the time, my day feels like the equivalent of 130 cats in a small room. In one corner, I've got the managers. Like cats, bright, shiny objects often distract them. One day it's MySpace pages, the next it's Facebook applications, the day after that it's widgets, and then it's a Twitter feed. These tools are the hot thing at the moment, and we want "community" and "more interaction," so you might be pressured to jump on every bandwagon that comes along.

Then there are your co-workers. Some won't get the community thing at all. Why would we want to waste our time on fads? What's so cool about having our own Facebook page or Twitter feed, anyway? Others just don't want to participate. They think it's not their job, it's your job. But all of your co-workers are part of the community, and everyone should be thinking about it.

Lastly, there are your community members. Most probably mean well, but sometimes it can feel like they are out to make your day miserable. So how do you tie it all together?

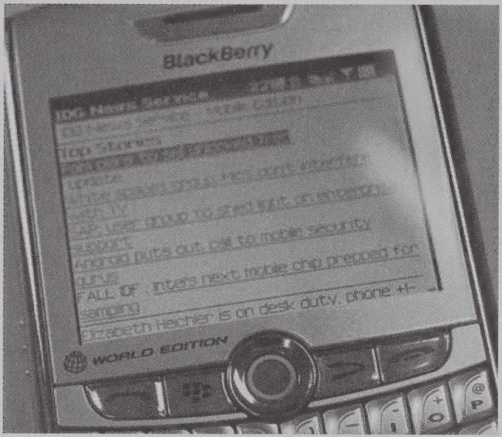
The Sanity Strategy

The key to knowing which trend to go for, when to delete a comment, when to fight for participation and, most importantly, when to say no is having a well-defined strategy and sticking to it. When you know who you are, what you want and where you're going, it becomes easy to know what fits and what doesn't. That allows you to say yes without hesitation and no without regret.

continued on page 4

in brief newsworthy

IDG News Service adds mobile site


The News Service's mobile site lists the top five breaking news stories.

Editors on the go who rely on their mobile phones to keep up with breaking news developments now have an easy-to-view version of the IDG News Service to refer to. The site, at www.idgns.com/mobile, carries the top five breaking news stories, provides contact information for the editor currently on duty and lists the next five stories due to be posted. There is also a link that mobile journalists can use to submit photos, videos or stories from handsets with e-mail access.

"We wanted to get an initial mobile version of idgns.com out to our customers, and this first take is intentionally pretty basic," said News Service Editor-in-chief **Elizabeth Heichler**. "I hope that we'll get feedback from the editorial community around IDG on what additional features would be useful to journalists out in the field, when their mobile phone is the Internet access device of choice."

Write to elizabeth_heichler@idg.com.

new on IDG Central

Best Practices Exchange: A Guide to Building a Social Media Strategy

Social media is one component of an integrated media strategy to communicate with key decision makers the way they want to be communicated with. There are several big questions that need to be addressed:

A. How do you attract audience?
B. What types of compelling content drive community?
C. What are some monetization strategies?
D. How can IDG business units use existing best practices to formalize how we look and monetize social media activities?

A Guide to Building a Social Media Strategy is a presentation developed by **Paul Calento**, SVP, strategic development Computerworld/InfoWorld, that addresses:

- Typical media mix (and where social media can fit in)
- Learning from social media past experience (knowing when to reposition, repackage or walk away).
- Quick wins.
- Simple tips and tricks to get started.

The Best Practices Exchange can be found on IDG Central under the Employee Resources tab. If you need a password for IDG Central, y may request one using the link at www.idgcentral.com.

WEC's LinuxWorld, NGDC events showcase open source, data center solutions

LES KAMENS

A subset of the IDG World Expo employees working at the dual events included (l-r): ***Stephen Galeotalanza****, registration and housing manager;* ***Suzanne Levecque****, director of exhibitor relations;* ***Adam DeMattia****, conference specialist;* ***Kristin Margulis****, operations coordinator;* ***Briana Pontremoli****, marketing manager;* ***Deborah Harkins****, sponsorship operations manager; and* ***Sue Peterson****, operations manager.*

If two heads are better than one, then two events are as well. IDG World Expo held LinuxWorld Conference & Expo and Next Generation Data Center (NGDC) Conference & Expo in San Francisco earlier this month.

The two events, showcasing the latest in open source and data center technologies, drew nearly 10,000 international participants and 200 vendors. Conference tracks offered close to 200 combined educational sessions, tutorials and hands-on labs across in 17 tracks, including applications, mobile Linux,virtualization and facilities management.

"This year's LinuxWorld and NGDC events saw expanded participation from several companies, including Brocade, Canonical, Dice and IBM, as well as new participation from organizations such as Linagora, DataSynapse and Foundry Networks," said **Melinda Kendall**, VP and general manager of LinuxWorld Conference & Expo. "We were extremely pleased with attendee response to new conference content and show floor highlights that included a dedicated Mobile Linux Conference and the Installfest for Schools, which gave the open source community a chance to give back to San Francisco."(See IDG World Update, June 16, 2008.)

Keynote speakers from companies such as Merrill Lynch, Cisco Systems, Citrix and LucasFilm explored broad show themes such as mobile Linux, power consumption and green technology. Keynote speeches from both events can be downloaded from the LinuxWorld Web site (www.linuxworld.com/events) and the NCDG site (www.datacenterjournal.com/ngdc).

Next year's events are scheduled for Aug. 10-13 at San Francisco's Moscone Center. For details contact IDG World Expo Public Relations Manager ***Charlotte McCormack*** *at charlotte_mccormack@idg.com or go to www.linuxworldexpo.com or www.ngdcexpo.com.*

the interview

Mary Dolaher
The CEO of IDG World Expo is this week's columnist. Reach her at mary_dolaher@idg.com.

Q How does the maturing of the Linux market affect your LinuxWorld event? Where is that event headed?

A Our focus with all our events is on supporting the markets they represent and staying current as they evolve. LinuxWorld has been in transition since the very beginning, when it launched in San Jose, Calif., in 1999 for operating system developers. It very quickly transitioned into serving the buyers interested in exploring open source and the major vendors that jumped onto the Linux bandwagon, including IBM, Oracle, HP, Dell, Intel and AMD.

The market served by LinuxWorld is currently undergoing a similarly major transition, but it is actually becoming even more relevant in new areas. Linux has become the fastest-growing operating system in use in handheld and mobile devices, We recognized that important market trend and thus launched the Mobile Linux Conference as part of LinuxWorld. And, with the Linux operating system now mainstream in most data centers and the basis of many of the new hot, technologies like virtualization, grid, cluster and high-performance computing, we also launched Next Generation Data Center in conjunction with LinuxWorld to take advantage of that synergy.

At the same time, Linux is simply the poster child of a large and growing market of open source software, and LinuxWorld has always extended beyond Linux to the entire open source arena. We'll be making the open source identity of the event even clearer as we go into 2009.

Q Why did World Expo become involved with a non-IT event like the fashion-focused REVEAL Los Angeles?

A IDG World Expo has produced a lot of events in the L.A. area and, as a result, we have built substantial relationships with the local business community there. When this opportunity presented itself, we found it compelling given our unique experience in three key areas: events, technology and entertainment. IDG World Expo is uniquely positioned to test new waters with events in areas that combine these three key elements — like fashion. With regard to technology specifically, the fashion industry is now demanding a more professional and efficient event environment in which to conduct business (involving increasing use of cutting-edge event technologies) and is designing clothes using sophisticated technologies and global production efforts for an increasingly demanding consumer who wants something new, something cool and something right now. It's also important to note that fashion is the second largest creative industry segment in Los Angeles (following only the entertainment industry), with revenues of $35.6 billion in 2006. The Los Angeles lifestyle industries, which center around fashion, bring tens of thousands of global buyers to Los Angeles to attend Market Week and various runway shows, spending an estimated $50 million in hotels and restaurants. A great deal of due diligence and input from local fashion leaders indicates that there is a clear void to be filled in the Los Angeles area by creating an efficient and enjoyable fashion event for buyers, media and designers. We feel that we are extremely well positioned to fill this void, and the response to our efforts to date has been overwhelmingly positive.

Q Do you see virtual events as a growing long-term trend, and, if so, do you see them as cutting into the business of face-to-face events?

A Virtual events may have value in terms of reaching broader audiences that can be engaged from around the globe without having to travel. And if economic conditions become tighter, we may see more and more of them as companies leverage technology to cut costs associated with such events. However, there is no doubt in my mind — and this is reflected as well as in the views of many experts with whom I have spoken — that there will always be a need for physical events, because nothing can truly replace the importance of face-to-face interaction when conducting business.

Q What is IDG World Expo's sustainability program?

A As a leader in the events industry, the manner in which IDG World Expo achieves success is as important as success itself. That's why we regard the role we can play in the stewardship of the environment, and the health of our customers and employees, as key elements of our responsibility to be a sustainable company, today and tomorrow. To that end, we are taking steps to "go green" by implementing policies and programs to reduce the direct impact of our operations on the environment.

Through our partnership with Carbonfund.org, the nation's leading provider of voluntary climate solutions, we have committed to reducing the carbon footprint of our company. Carbonfund.org will offset the carbon associated with daily operations at IDG World Expo by investing in a combination of

continued on page 7

IDG World Expo at-a-glance

Headquarters Framingham, ass.

No. of employees 42

Web sites
www.idgworldexpo.com
www.eforall.com
www.macworldexpo.com
www.reveallosangeles.com
www.linuxworld.com

2008 events
Macworld Conference & Expo (January.); HP PROcurve Seminars (one-day events held March-October at various U.S. sites that offer IT executives insight into the future of networking and the impact these changes will have on their busines); Red Hat Summit (June); E3 Media & Business Summit (July); LinuxWorld Conference & Expo (August); Next Generation Data Center (August); E for All Expo (October)

ew for 2009
REVEAL Los Angeles…the Fashion & Design Event (March and October)

Community management

continued from page 1

> "I really believe in requiring registration. First, it helps people be consistently identified on your site, which helps relationships form. I think it also increases the quality of the comments in your community. People are more likely to be civil in an environment where they are identified, even by a consistent pseudonym. Finally, it cuts down on the time you spend moderating and deleting spam and other junk comments."

Parker

Don't Have a Dance Party in a Library

Now that we understand how to get a handle on our cats, let's start at the beginning: your community platform. The platform can really harm or help your community efforts in the same way that having the right physical space for a party can make or break it. If you don't have enough bathrooms, enough seats, run out of food or have a big enough dance floor, people won't know what to do and will eventually leave because you haven't met their needs and wants. Community platforms are the same way, and you need to really find the right one for you. There are lots out there, and they are not all equally good for your brand and users' needs.

First, and most important, you have to know your users. Why are they coming to your community? What do they need and want when they get there? If you have an existing community or user base, ask them. If you don't, put yourself in the place of your product or brand user. For us at PC World and Macworld, we wanted to provide a place to discuss current technology news and a place for people to give and get help using and buying technology. Second, find a platform with tools and options you need to support your users and your goals. For example, we looked for a community platform that had wiki functionality so we could let our readers build a knowledge base of how-to's, a buying guide and other useful features.

Third, determine your technical needs and internal resources. Do you want your platform company to host the platform for you, or do you want to host it yourself? Do you have engineers and designers who want to be hands-on during the implementation, or do you want something turnkey that leaves you hands-off? Think about the setup and ongoing maintenance time and energy a platform requires and select accordingly.

Fourth, start small, but build for future growth. It's okay to buy a platform with four major features but only use two of them at first. It's better to grow into a platform you have than to have painfully outgrown a platform.

So what platform options are available? You have many things in your community tool kit, including message boards, blogs, wikis, photo sharing, tagging and social networking. Each feature is good for some things and not so good at others. What mix you need will be entirely determined by the needs of your users and your company.

If You Don't Know Where You're Going, You Won't Know When You Get There

There are some general best practices when setting up and managing a community. First, have goals for your community. These can be as general as "Be the best technology advice forum on the Internet" or as specific as "Grow page views 10% year over year by the end of Q3." Then know how you will measure progress to these goals. Some are easy, as in the page view-growth example above. But how do you measure progress toward being "the best"? Maybe you conduct user surveys every quarter or use other community metrics. Whatever it is, you should know if you're moving in the right direction.

I really believe in requiring registration for a few reasons. First, it helps people be consistently identified on your site, which helps relationships form. I think it also increases the quality of the comments in your community. People are more likely to be civil in an environment where they are identified, even by a consistent pseudonym. Finally, it cuts down on the time you spend moderating and deleting spam and other junk comments. How you implement registration and what you ask for during the registration process is up to you, but I really do believe that some sort of consistent identification system makes for stronger communities.

You should interact with your members. Community building is a group effort, and everyone should participate in some way. As the community manager, it's your job to be in the community. But it's hard for one person to build a successful community alone. Many writers and editors feel they are too busy to get involved and that it's not a high priority. However, the ones who do get involved by answering questions readers post on their articles and reviews really enjoy the feedback and the direct conversation they can have with readers. This motivates them to do it more often. It's also good for brand loyalty because that reader feels they "know" that writer or editor, forms an attachment to them and is more likely to read and comment on their content in the future. They create a personal connection with the brand, which helps cement the reader as a loyal return customer.

I also believe in having a written community-standards document that is available for all to see and the measure by which all contributions are moderated. It should be written in plain English, not legalese, and linked to everywhere the community can make contributions. It should clearly outline what is and isn't allowed, and all contributions should be held to the standards set forth there. Consistency will set you free when it comes to moderating.

IDG

Current Jobs, Week of August 25, 2008

BU	Category	Title	Location	Contact	Email	Phone
Computerworld						
	Marketing	Marketing Research Analyst	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Marketing	Marketing Specialist	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
Connell Communications						
	Sales	Online Sales Manager	Chicago IL	Sara Scogland	sara_scogland_idg.com	508-935-4161
CXO Media						
	OPG	Managing Web Producer	Framingham MA	P.Boyle	pboyle@cxo.com	508.935.4192
	OPG	Web Producer	Framingham MA	P.Boyle	pboyle@cxo.com	508.935.4192
	EP/Online Sales/CSG	Accounting Specialist	Framingham MA	P.Boyle	pboyle@cxo.com	508.935.4192
	EP/Online Sales	Strategic Marketing Specialist / Copywriter	Framingham MA	P.Boyle	pboyle@cxo.com	508.935.4192
	EP	Senior Marketing Specialist	Framingham MA	P.Boyle	pboyle@cxo.com	508.935.4192
	CIO Executive Council	Sales Development Manager(s)	Chicago & Houston	P.Boyle	pboyle@cxo.com	508.935.4192
	Online Edit	Senior Online Writer	Framingham MA	P.Chisholm	pchisholm@cxo.com	508.935.4734
	Online Edit	Online Writer	Framingham MA	P.Chisholm	pchisholm@cxo.com	508.935.4734
Energy Insights						
	Research	Sr. Research Analyst, Energy Insights	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
Financial Insights						
	Research	Research Director, Consumer Banking and Credit	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
Government Insights						
	Sales	Sr. Account Executive	Falls Church, VA	Leah Barton	lbarton@idc.com	508-935-4336
IDC						
	Administrative	Part Time Receptionist	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Consulting	Consulting Director, Hardware/Datacenters	San Mateo, CA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Director, Investment Research-Technology/Media/Telecom	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Project Manager	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Program Manager, Vertical Group	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Director, System Management Software	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Manager, Storage and Data Mgmt Services	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Manager, Semiconductor Forecaster	San Mateo, CA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Analyst, Vertical Group	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Analyst, Vertical Group	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Product, Project and Portfolio Management Software	Framingham, MA or San Mateo, C	Susan Brown	sbrown@idc.com	508-935-4099
	Sales	Client Service Representative	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Technology	Desktop Support Specialist	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
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IDG Corporate Services Group						
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IDG Syndication & Networks						
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	Sales	Account Director (West Coast)	San Francisco CA	B. Ramistella	beth_ramistella@idg.com	508-988-7871
InfoWorld						
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	Sales	Event Sales Director	Mid-West	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
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PC World/Macworld						
	App Dev	Applications Developers x 2	San Francisco CA		jobopps@idg.com	
	App Dev	QA & Release Manager	San Francisco CA		jobopps@idg.com	
WEC						
	Admin	Office Coordinator/Receptionist	Framingham MA	Jillian Gardner	jillian_gardner@idg.com	508-935-4041
	Sales	Sales Manager	Framingham MA	Sara Scogland	sara_scogland_idg.com	508-935-4161

Go to http://careers.idg.com to view all current job opportunities at IDG

"If it doesn't get you closer to your goals, is it worth the effort? Facebook applications might be the hottest thing today, but if it doesn't make sense for your brand and product and if it doesn't line up with your strategy and get you closer to your goals, why bother?"

Culture Is Not Just for Pearls

There is perhaps no stronger force in society, or in communities, than culture. There are many communities on the Internet that have strong, well-formed cultures. The brand or community host intentionally form some of these. Some of them are simply developed by users over time. Your community will adopt a culture, and if you don't take an active role in setting and maintaining the culture you want, your users may adopt one you don't want. It's a lot easier to set a culture from the beginning than to change it later.

LinkedIn is for professional networking. Most people use this community for business — finding jobs, finding consultants and maintaining professional relationships. You are unlikely to see drunk photos from the bar last night or profanity-laced diatribes. It is a conservative, professional setting. This is partially formed by the brand but mostly enforced by the community members. After all, you'd only be hurting yourself if you were to post something scandalous on your profile.

Digg has a culture of openness and user democracy. The Digg community has specific likes and dislikes in all subjects from politics to operating systems. The culture was set from the beginning and has changed over time due to community involvement, but the community mostly embraces and owns the culture.

Gawker blogs are an example of a slightly racier community. Across all properties, they encourage snappy, funny, witty remarks and discourage boring ones. It's OK to be mean or crass as long as you are not boring. The users embrace this culture by trying their best to meet these standards, but the editors of the blogs who manage the comments keep a steady hand in shaping the culture. YouTube comments are often inane, ignorant and mean. There is virtually no moderation or culture shaping.

If you have a culture that you don't want, it's not too late. Changing a culture takes a lot of hard work, however, and often results in a lot of drama along the way. Find the culture you want to change to, tell your community about the change, lead by example and be prepared for lots of thrashing. People will complain, people will fight, people will threaten to leave, and some will actually do it. It will cause a disruption in your community, but when you're done, you'll have a smaller group that is committed to your new culture. You can rebuild from there.

Dear _____, We're Just Not that into You

When it comes time to add something to your community — a new feature, a new strategy, use of a new tool — here are the questions to ask yourself and your co-workers, ones that will help you separate a new trend you should embrace from a fad it's better to sit out.

If it doesn't fit with your technical situation, it's not right for you. If it would take massive development resources to implement and you just don't have them it's not right for you. Conversely, if it's a hosted application, and your engineers want to manage everything themselves, walk away.

If it doesn't work and play with your existing platforms and features, perhaps it's not a good fit. Just because you can Frankenstein it together with what you have now, doesn't necessarily mean that you should. If it doesn't work well with what you have already invested your time and money in, as well as your community's comfort level and learning curve, it's probably not right for you.

If it doesn't get you closer to your goals, is it worth the effort? Facebook applications might be the hottest thing today, but if it doesn't make sense for your brand and product and if it doesn't line up with your strategy and get you closer to your goals, why bother? It's just wasted time, money and effort. Can you adequately maintain and moderate it? Will you need more moderation staff or moderation time? Is this something in which you're willing to invest? If you can't hold contributions through your new tool to the same standards as your other community content, does it really fit in with your strategy? This question is especially pertinent when considering entering a virtual world like Second Life or committing to update a Facebook page or Twitter feed. You've set a culture of engagement and standards of behavior. Don't let them slip now because time got away from you.

Will it require more staff? This is often a hidden cost of a new feature. It might seem free, but if it requires someone to spend hours each day tending to it, is it really a good deal?

Community Gardening

Communities are like gardens. You can't just scatter a bunch of seeds on the ground and go away, hoping that something grows. (And you can't let the cats trample all over them either.) The seeds of community need to be selected carefully, planted mindfully and tended to continuously. You need a strategy, a goal and the right tools to keep it going. You need to weed often, trim judiciously and know when to savor the harvest. With the right planning and the right ongoing care, your community garden will grow bountifully.

For more information contact Kellie Parker at kellie_parker@pcworld.com.

noteworthy people

Promotions

IDC Managing Director, China Operations **Michael Guo** is now managing director, Greater China. “He will lead in driving growth in China, Hong Kong and Taiwan, together with his sales and marketing team and in coordination with other business units,” said **Eva Au**, managing director, IDC Asia/Pacific. “Under Michael’s leadership, China has grown by leaps and bounds, charging into new growth areas. China is growing at a staggering rate of 33% against last year. We look forward to Michael’s team breaking new records in FY09.” *mguo@idc.com*

Previously **IDC**’s managing director for Malaysia, Indonesia and the Philippines, **Selinna Chin** is now managing director, ASEAN and will add IDC Vietnam to the country offices she manages. “IT spending in Vietnam is poised to grow by 12.7% in 2008,” said Eva Au managing director, IDC Asia/Pacific. “We see a country having immense potential for growth in Vietnam. We are confident that Selinna’s team, by working collaboratively with IDC Vietnam under Country Director **Lam Nguyen**’s leadership, will capture new opportunities more effectively than before.” *schin@idc.com*

New employees

Online Account Executive **Thomas Murphy** comes to **Computerworld** from TechTarget where he was an ROI campaign manager. He holds a B.S. in business management from the University of Massachusetts/Amherst and enjoys golf, surfing and travel. *thomas_murphy@computerworld.com*

Murphy

Nick Mediati is **PC World**’s new assistant editor. He holds a B.A. in English from the University of California/Berkeley and enjoys baseball and cycling. *nick_mediati@pcworld.com*

IDG WORLD UPDATE
Mediati

New at **Macworld** is assistant editor **Chris Holt**, previously an editorial intern with PC Gamer. A graduate of Stanford University in Palo Alto, Calif., he holds a B.A. and an M.A. in English literature. In his free time he enjoys independent music, fine dining, blogging, “tea and world domination.” *cholt@macworld.com*

IDG WORLD UPDATE
Holt

Previously senior director of corporate communications with StreamServe, **Kimberly Robinson** is now a senior account executive with **IDC** Framingham. She holds a B.A. in journalism from the University of Montana and a certificate from MIT’s Sloan School of Executive Education in strategic product development, management and marketing. In her free time she likes to “ski, ski, ski.” *krobinson@idc.com*

PETER SHORT
Robinson

Gary Lo is the new sales manager for **IDC** Taiwan’s Taipei office. Before joining IDC he was territory account manager for Cisco Systems in Taiwan; he has also worked for Taiwan’s Institute of Information Industry and Agilent Technologies. He holds a degree in computer science and engineering from Yuan Ze University in Taiwan. *glo@idc.com*

ASEAN Human Resources Manager **Sheela Kanagasabai** comes to **IDC** Asia/Pacific’s Malaysia office with more than 20 years of business and corporate experience, including MDC, Microsoft, Ernst & Young and most recently IBM Malaysia. An avid writer, she has recently written for a number of publications on human resources issues. *skanagasabai @idc.com*

Previously senior systems analyst with Well Fargo, Technical Support Analyst **Kory Salsbury** joins the Technology Services team supporting InfoWorld, Computerworld, CXO, Network World and IDG Communications at the **501 Second St**. office in San Francisco. Outside the office he is “really involved” in activism and community services. *kory_salsbury@infoworld.com*

IDG WORLD UPDATE
Salsbury

Ker-Hoong Lim has been hired by **IDC** Malaysia/Australia’s Kuala Lumpur office as an associate analyst. She recently received an M.B.A. from the University of Southern Queensland’s Malaysia campus; she also holds a B.S. in applied science from Australia’s University of Melbourne. In her spare time she enjoys reading, photography, travel and history. *khlim@idc.com*

IDC Framingham has hired **Terrance Strom** as a research analyst for its IT Outsourcing and Utility Services program. He was previously an analyst with Technology Business Research and holds a B.A. in economics from the University of Massachusetts/Amherst. Away from the office he enjoys guitar, golf, hiking and cooking. *tstrom@idc.com*

PETER SHORT
Strom

IDC China’s new senior account manager is **Tom Fang**; he will be focusing on telecommunications and banking. Before joining IDC he held regional sales roles at Analysys and Shanghai Bell Samsung Communication Co. A graduate of Shanghai’s Jiaotong University, he is currently studying for an M.B.A. *tfang@idc.com*

IDC Framingham has hired **Lindsey Varney** as a research analyst. She was previously a securities finance analyst with State Street Bank and holds a B.A. in marketing and economics from Boston’s Simmons College. In her free time she enjoys travel, reading and cycling. *lvarney@idc.com*

PETER SHORT
Varney

Senior Market Analyst **Nephi Zhang** comes to **IDC** China’s Vertical Research and Consulting team from LG Electronics where she was a business analysis manager. She earned a B.A. in applied psychology from Beijing Normal University and is currently working toward a master’s in social and economics behavior. In her spare time, she enjoys playing the piano, reading and playing badminton. *nzhang@idc.com*

Returning employees

Once **IDC** India’s marketing manager, **Naveen Barsainya** joins IDC Asia/Pacific’s Singapore office as associate sales director for events and integrated marketing programs. He was most recently an associate VP with Cyber Media. He holds a B.S. and an M.B.A. from Bundelkhand University in Jhansi, India. *nbarsainya@idc.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

25

Mary Fanning *ESG*
Carolyn Medeiros *ESG*
Kim Pennett *ESG*

22

David Hill *IDG Int'l Publishing Services*
Chris Cuoco *ESG*

20

Nancy Sheehan *IDG*
Michael Malone *IDG*

19

Brad Christenson *IDC*

18

Sven-Erik Remmare *IDG Sweden*

17

Nancy Newkirk *IDG*

12

Michael Cousins *IDC*

11

Mark Hall *CXO Media*

10

Marie Sörberg *IDG Sweden*
Elzbieta Jezierska *IDG Poland*
Mariusz Mierzejewski *IDG Poland*

9

Lee Levitt *IDC*

8

Jami Thompson *ESG*
Max Fuller *IDG Australia*

5

Linda Cavanagh *ESG*
Pat Oliver *ESG*
Atsushi Ohno *IDC Japan*
Nigel Wallis *IDC Canada*
Anna Bieniak *IDG Poland*

4

Vanessa Tormey *Network World*
Jørn Robert Jensen *IDG Denmark*
Eileen Joseph *IDC*
Francine Khoo *IDC Singapore*
Claire Howell *IDC U.K.*

3

Elizabeth Conner *IDC*
Elizabeth Curtis *IDC*
John Grady *IDC*
Heather Richards *IDC Energy Insights*

2

Matthew Avery *CXO Media*
Bethany Whiffin *CXO Media*
Wayne Yii *OPG*
Linda Danielsson *IDG Sweden*
Nina Karlsson *IDG Sweden*
Rini Wickberg *IDG Sweden*
Paul Trotter *PC Advisor*
Shoji Tobisawa *IDC Japan*
Leilani Hammock *Network World*
Carol Venezia *IDG Corporate Sales*
Thomas Effersøe *IDG Denmark*
Raphael Phang *IDC Singapore*

1

Anders Nilsson *IDG Sweden*
Takashi Manabe *IDC Japan*
Andrew Hendry *IDG Australia*
Kevin Konikowski *Network World*
Zina Ashkouri *IDC*
Michelle Toomey *IDC Government Insights*
Julie Zadow *IDC*
Jaygan Fu Ponnudurai *IDC Malaysia*
Annabel Hsu *IDC Taiwan*

Please send anniversary information to *IDG World Update* at world_update@idg.com.

Read World Update via PDF each Monday morning

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One on one

continued from page 3

certified renewable energy, reforestation and energy efficiency projects. In addition we are taking steps to make our events more sustainable, including working with San Francisco's Moscone Center and the Los Angeles Convention Center to use green solutions at the events themselves. A few examples of these greening initiatives include the use of food containers and utensils that are biodegradable, donating surplus food to local shelters, using recycled carpet throughout the convention center halls, recycling exhibits materials, providing recycling bins for badges and using plasma screens instead of printed signs wherever possible.

Q Is the current economy making it more difficult to recruit attendees for large face-to-face events?

A Though we have yet to experience any decline in attendance at World Expo events, we'd be negligent to think that this isn't a possibility, especially with the increasing price of gas and companies cutting back their travel budgets generally. If people do change their travel plans, though, we view that as a reflection on the economy, not on the event, and would anticipate that attendance will return to previous levels when the economy rebounds.

Employees are encouraged to send suggestions for columnists they would like to see on this page. All questions will be passed along anonymously. Write to world_update@idg.com. WU

TecCommunity

continued from page 1

our editors will share personal opinions, while TecChannel will remain an independent, pure news site," Limburg said.

Hartmann

TecCommunity will offer vendors targeted advertising space on the site and allow clients to start their own site forums for their products. Site moderation will be handled by TecChannel editors.

Eckert

Limburg said he hopes TecCommunity will have 5,000 members by the end of 2008, adding that this is the first site of its kind in Germany. The site has been in the works since April under the leadership of **Mike Hartmann**, TecChannel senior editor; **Michael Eckert**, editor-in-chief; and Limburg. Site construction was done by Kupferwerk, an external agency.

Write to Dirk Limburg at dlimburg@tecchannel.de. WU

Question of the Week for Aug. 11

Responses to "What's your favorite Olympic summer sport were gymnastics, 32%; swimming, 30%; track & field, 11%; other, 27%. Go to www.idgcentral.com to vote on this week's question.

celebrating 10!

Name
Shane Rau

Home
Los Gatos, Calif.

Joined IDG
August 1992, as Assistant Technical Editor at PC World.

Career path
Eight years technical editor at PC World magazine, seven years research analyst at IDC.

Current IDC title
Research Director, PC Semiconductors. I track the market for chips, like microprocessors, graphics processors and memory, inside PCs.

Three things I do in a day's work
1. Customer service, such as answering client inquiries.
2. Research, such as interviewing vendors about new semiconductor products.
3. Business development, such as working with potential customers to match research products with their needs.

Best part of my job
My customers and my research team.

Latest accomplishment
Over the course of two years, I noticed several separate inquiries on the same topic from different departments and geographies from the same customer. After responding to each inquiry, I then slowly brought the different individuals together to share their mutual need. About one month ago, these clients came back to me, as a group, with an RFP for a major research project on their mutual topic.

Best way someone could compliment me on my work
Be a client who comes back again to work with me. Be a colleague who comes back again to work with me.

Best compliment I've ever received on my work
From a client who paid $75,000 for a project, then came back for more work: "We're very happy with this work."

Interests outside the office
I enjoy wine tasting, international politics and road trips.

Family
My partner Quan and I have 10 nieces and nephews! Phi, Kiet, Eric, Bryan, Sabrina, Sharon, Jessica, Tuong Vy, Lam and Daniel.

*IDC's **Shane Rau** was the guest of IDG Chairman **Pat McGovern** at a dinner honoring his 10-plus years of service to the company.*

Accomplishment at work of which I am most proud
The semiconductor industry is a volatile one and the workload of an analyst very large. I am most proud that I made the transition from editor to analyst and now meet the needs of my customers in this demanding market.

Collection
Movie and television soundtracks.

Favorite vacation spot?
Hawaii

What others can't tell just by looking at me
I speak passable Vietnamese.

If I won the lottery tomorrow, I would
Pay off the mortgage!

Manager's profile
"Over the years Shane has played an integral role as a manager and leader on our team. This past fiscal year Shane was promoted to director for his performance and leadership. He remains actively involved in the development and mentoring of our team members and is a strong contributor to our overall business direction. Shane's strongest attributes are his customer-centric approach to research, his solid organization skills and his natural ability to collaborate and work with other teams to meet customer requirements. It's a real privilege to be working together with Shane. He is a person who never compromises trust, integrity, and loyalty and I respect that greatly."

— Mario Morales, program vice president,
Semiconductor and EMS Research

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Mary Dolaher *IDG World Expo*
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Linsy Reese *IDG World Expo*

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> *"Unlike a news story, which sees most of its page views within a week or so of publication, some of our most popular transcripts, with more than 25,000 page views, are from months ago, accumulating the bulk of their page views weeks to months after the actual chat."*
>
> *- Julie Bort, online community editor, Network World*

Online chats popular with Network World readers

Transcripts of hour-long sessions continue to generate page views for months

There's been a lot of chatting going on at Network World — all of it online and about networking issues. NWW's series of live, hour-long text chats recently broke an attendance record when more than 100 people signed on to discuss counterfeit network gear.

Julie Bort *and* ***Keith Shaw*** *both serve as chat moderators.*

To date, NWW has held 29 chats that feature industry experts as guests who answer questions from attendees on topics of interest, such as certifications, security and wireless networking. "We average about two a month, though we have done as many as two in a week," said **Julie Bort**, NWW's online community editor. "We've had about 1,200 readers participate, a mean average of 41 readers per chat." Chat transcripts have generated about a quarter of a million page views.

More attendees logged on for a June 17 chat on counterfeit network gear than the chat room software could handle. "Our chat room has a capacity of about 100, and we had 106 attendees before the software began turning people away," Bort said. Asked why NWW would want to limit attendees, Bort said that the purpose of a chat is to create an intimate atmosphere where readers can get their questions answered. "If there are too many people in the room — and 100 is pushing it — it becomes increasingly difficult for attendees to have their say or for the guest to answer everyone's questions. By keeping the live chat events intimate, everyone goes away happy, not frustrated."

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Summer camp program fills void during slow season

PC World Romania's tech tour draws enthusiastic students, sponsors

Looking to do something creative — and profitable — during August, a slow month for events in Europe, the staff of PC World Romania came up with the perfect vacation-style concept: summer camp. Officially called the PC World Romania Technologies Tour, the first camp, held Aug. 17-23, was so successful that the nine sponsors and 12 partners all requested that it become an annual event and that the staff consider organizing a winter edition, as well.

The seven-day program included in-class workshops, presentations, recruitment sessions and field trips.

Three key elements drove the program development, according to IDG Communications Publishing Group General Manager **Mihaela Gorodcov**. First, her team used the highly regarded PC World brand to attract sponsors and students, aiming to appeal to IT majors from universities who were at the end of their summer break and who would want to do something fun before going back to class. Second, they partnered with a major university in an attractive location (University of Timisoara, one of the biggest technical universities in Central and Eastern Europe), which provided housing and meals. Third, they created a program that mixed

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Inside this issue

Have you checked out the employee blogs on IDG Central? Read these excerpts. *page 2*

One on one: PC-Welt, Macwelt and Digital World Publisher Canio Martino *page 3*

Register for the global product line meeting in Lisbon *page 5*

Send in your photos for the IDG Celanedar contest by Sept. 12 *page 7*

Celebrating 10! IDG Spain's Arantxa Aguilera and IDG China's Chen Bin *page 8*

blogs

IDG Central

IDG Central is home to four employee-written blogs that focus on areas key areas of IDG's business including audience development, online product development, mobile initiatives as well as employee training. Below are excerpts from two of the more recent posts. Log on to IDG Central to share your thoughts and your own experiences. If you need a login, you can request one at www.idgcentral.com.

Behind the Scenes with Audience Development

By **Alexa Wriggins**, director of online marketing for PC World and Macworld; and **Sean Nakamura**, director of audience development and Web analytics, Online Publishing Group

Wriggins

Nakamura

If you spend any time thinking about more ways to drive traffic to your Web site, then you have probably heard a lot about SMO recently. SMO stands for Social Media Optimization — the practice of driving traffic from social media sites like Digg , StumbleUpon, Mixx, Twitter, MySpace, Ning, LinkedIn, Facebook and countless others, back to your own Web site. Use of these sites is exploding in popularity, especially among the Gen X and Gen Y set (ages 18 to 42), and we need to adapt our audience acquisition strategies to appeal to the digital generation. While there are many different types of social media sites on the Web, they all tend to have two things in common: communities and tools that enable users to share content and information within the group. Fortunately, a few social media sites have built large communities focused around technology and gaming — topics that are aligned with content produced by IDG.

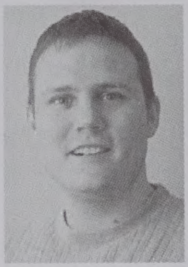
Digg and Mixx are examples of two fast-growing social news sites with large tech-focused communities. These sites encourage users to find and submit content from a range of sources, including blogs and traditional media outlets. These submissions are ranked by popularity, and the ranking is designed to determine which news items are deemed most important by readers. By turning the traditional news media model upside-down, social news sites create a dynamic and up-to-date view into the content that the people find to be of interest. This is one of the contributing features of the "democratization" of news journalism.

Achieving success from the reader-powered social news sites involves using some tactics that may be new to us. Recently, Sean and I have been working on finding the best way to encourage our army of readers, and all of their friends, to help distribute content for us. The addition of a few simple buttons to article pages makes it easier for users to submit content. That is a good first step; add a Digg button and you will see more stories getting Dugg. But we also need to find time to engage readers with our content, wherever they are reading it. When an editor engages with a user through a conversation on Digg, Mixx or PC World, that user is rewarded with a sense of inclusion in the community. This is time well spent because it builds affinity with our brand, and gives readers a reason to submit and vote on our stories. More votes mean more traffic and reach into a broader group of unique users and more chances to build relationships. Do you feel the love yet? Will you consider making some time?

Of course, Sean and I are not the only ones who are always looking for tips on how to drive more traffic. If you have a success story that you would like to share, please let us know and we'll post it right here.

Driving Innovation

By **Tom Pimental**, director of product development, Computerworld, CXO Media, Infoworld



Pimental

Nearly every business unit within IDG offers some form of job board on their site and I'm willing to bet most of these boards are all but ignored by both the business unit and their audience. This is likely due to our traditional job board implementation focusing on the active job seeker — someone who is currently on the hunt for a job.

This approach expects a user to proactively visit our site with the intent to search and contact potential employers. That's a difficult behavior to foster on any site, never mind a media brand, and the lack of revenue and traffic from our current job boards have reflected our inability to serve this type of user.

The passive job seeker — someone who isn't actively searching for opportunities — is arguably even more valuable to a potential employer since they are already gainfully employed. If we can match [illegible] high-quality audience with contextually relevant job posts, we are delivering to our readers and the recruitment industry a very valuable (and monetizable) service.

There is one concern with this approach. Catering to the passive job seeker requires fairly prominent placement for job listings. However, if we can ensure that these posts are relevant to the audience and content they are reading, they should begin performing as well as other elements on our pages. Additionally, a page can only accommodate so many banner ads, lead programs and sponsored links before they become overwhelming. Adding relevant job posts breaks up the monotony of our other revenue streams.

With this strategy in mind, I've begun researching vendors in this space that focus on delivering relevant job posts alongside our content. I'm hoping to narrow down the list to two final vendors to present to decision makers within several business units. Once a final vendor is chosen, we'll begin launching private-labeled job boards for each brand within the Online Publishing Group (and any other site that would like to participate) with the hopes of taking advantage of the largely untapped IT recruitment revenue stream.

As always, if any IDGer has positive (or negative) experience with a vendor or job board, feel free to share your comments.

Want to break into the blogosphere?

If you are interested in discussing the possibility of contributing a blog on IDG Central to share news, developments, lessons learned and what's working in your area of expertise, please contact the World Update editors at world_update@idg.com.

one on one the interview

Canio Martino
The group publisher of PC-Welt, Macwelt and DigitalWorld in Germany is this week's columnist. Reach him at cmartino@idgmagazine.de.

Canio Martino joined IDG Germany in April 2001 as marketing director for CIO. He was named publisher of CIO in May 2002 and moved on to become publisher of Macwelt in March 2006. He has been group publisher since January 2007.

"We have to follow the strategies of our customers or, even better, anticipate them."

Q How would you define your division's editorial online strategy?

A Our online strategy is mainly driven by the needs of our online users. For our editorial online development we have to cope with the fact that the user is in the driver's seat. At PC-Welt we define the brand as "the users' best friend." This means that we're integrating community features to enable interaction and transactions. This process is mainly enabled by the implementation and creation of meaningful databases as test databases. And, we are developing new innovative community interfaces like a PC configurator and mobile tools. To sustain our dynamic growth we are focusing very much on key performance indicators for our online business. Our Web team is monitoring and benchmarking the site stickiness, the session time and the click-through rates on a daily basis. All this is paying into the strategy to boost the traffic rapidly. We need the traffic for generating new performance and traffic-based businesses such as Google Ad sense, e-commerce and comparison-shopping services.

Q How would you describe your online sales strategy?

A We're very successful in selling tailor-made customer solutions to our clients, so we're focusing very much on developing solutions that fit into the customers´ strategy. The goals and strategies of our customers are changing so dramatically that we have to be very flexible to match to our customers' needs. Therefore we have to develop increasingly innovative concepts for their brand awareness campaigns and performance-oriented campaigns such as lead generation. So the strategy is to diversify our revenue streams in our online business. We're working on expanding our newsletter program and enriching and enlarging our qualified customer database.

Q We hear a lot at IDG about the need for "managing print for profit and online for growth." How are you doing this at PC-Welt?

A This has been our key challenge at IDG Germany for the last few years. But this is a market-driven and much-needed change within IDG that we all need to address. The growth potential and profit potential for the future is definitely in our online business, and on the horizon is the next evolution level we have to leverage: mobile. This means that for a traditional print-centric publishing company, as we've been in the past, a lot of changes are needed to become a real Web-centric publishing company. In this context, "managing print for profit and online for growth" has a really significant meaning. We all know that the revenues from print-related revenues are decreasing, and our customers are shifting their budgets to online. So we can't go against market trends, and we have to follow the strategies of our customers or, even better, anticipate them.

Over the past two years we have almost completely redesigned PC-Welt's business model with the clear target to enable print to be profitable on a high-margin basis, and we've invested significantly in our online business. In June 2007 we relaunched PCWelt.de focusing on usability and monetization. The usability was mainly based on a better structured site and a more user-friendly design. With our new audience platforms — Computer & Technology, Digital Lifestyle and Business IT for the SMB-market — we installed three closely networked "theme parks." So the site thus offers both a clear visual structure and a visible appeal to target groups — both users and advertising customers. This is paying off very well. We've had a year-on-year growth of approximately 30% in traffic and revenue for the last two years.

So, the relaunch of the Web site was one winning point. The other was the establishment of an excellent online team with exceptional online sales and Web development staff. Both groups are working closely together and are completely integrated within our print team. The whole organization in Germany is completely integrated to leverage all the synergies between print and online in the most effective way. So actually even print is benefiting from the synergies with online, and we can increase our print profit significantly.

Q What are some good examples of innovative custom publishing programs your group has developed?

A The biggest custom publishing program we developed recently was with Computerwoche, CIO and tecChannel in Germany. We developed a Virtual Experience Center for Intel. The Virtual Experience Center consists of three platforms: Virtual Data Center (Computerwoche and CIO), Virtual Company (tecChannel) and Virtual Notebook (PC-Welt). The platforms are completely integrated in the sites and are cross-linking to each other. This Virtual Experience Center is a flash-based microsite and will run for six months. The Virtual Experience Center is en-

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Network World

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The chat on counterfeit network gear — products that are labeled as if they authentically built by vendors such as Cisco Systems, IBM or Hewlett-Packard but are really fraudulent, cheaper knockoffs — focused on how to detect fake gear and how it winds up in the hands of legitimate resellers. Mike Sheldon, the chat's guest expert, is a well-known spokesperson on the topic and a member of the used network gear industry where there are a lot of myths about both counterfeits and used gear, according to Bort.

"Counterfeit network gear is a hot, controversial topic," Bort said, "and this chat was timed particularly well because of several news stories that had broken a few weeks earlier about FBI reports on counterfeit gear."

All NWW chats are moderated text chats. When online visitors type a question it is sent to a moderator. The question appears onscreen when the guest answers it. This allows NWW to have open attendance but also ensures that no one can heckle a guest or otherwise disrupt a chat.

Jeff Caruso

Beth Schultz

Linda Leung

"In this way, questions can come in at any time, and the guest can answer them in any order and attendees can easily follow the conversation," said Bort, who is a chat moderator along with NWW Programming Director **Keith Shaw**, who also manages the technical side of the chat program. A number of NWW staff editors have been trained to be moderators as well.

Chats are popular with NWW's target readers of IT networking professionals. "They love having a way to get answers — often highly technical ones — to their personal work-related issues while knowing that 'no salesman will call,'" Bort said.

Attendees do not need to pre-register for chats, "just show up at the appointed time," Bort said. Attendees can, however, post questions in advance of the chat through a custom application developed by the NWW IT department. Answers to the advance questions are posted during the live chat. On the day of the chat, attendees need only supply an anonymous screen name when they log in.

Any NWW reader who misses a chat session can access transcripts of the sessions on the NWW site.

Bort said transcript page views have done well to date and will grow over time. "Transcripts have long legs," she said. "Unlike a news story, which sees most of its page views within a week or so of publication, some of our most popular transcripts, with more than 25,000 page views, are from months ago, accumulating the bulk of their page views weeks to months after the actual chat."

Chats are announced and marketed about a month in advance of the live session. "Typically, we tell readers about them on our Web site, in related links to popular stories, in our newsletters, during other chats and on blogs, and we, of course, ask the guest to let people know about them, too," Bort said.

Bort noted the counterfeit gear chat was NWW's first filled-to-capacity chat but not its only one. On July 21 NWW held its first live chat 'face-off' on the topic of network access control (NAC). "Two well-known security gurus who hold opposing views on NAC — Joel Snyder and Richard Stiennon — duked it out on the topic," Bort said."

The next chat will cover IPv6; another later in the month on wireless LAN management will run in conjunction with a print and online feature on the topic written by the guest expert. NWW's chat schedule is posted on its site's main chat page at www.networkworld.com/chat/.

Contact Julie Bort at jbort@nww.com.

Chats promote community, raise NWW's profile within industry

Network World has learned a lot from its year-old chat program, according to **Julie Bort**, NWW's online community editor. "Readers love the chats. They are a form of interactive/multimedia editorial. In addition to the chat itself, the transcript remains of value to readers and creates page views for us for months — the long tail."

She added the chats also give Network World a higher level of awareness with the industry experts who are invited as guests. Past guests have included Amazon CTO Werner Vogels; Jonathan Zittrain, author of *The Future of the Internet – And How To Stop It*, and analyst Nicholas Carr who wrote *The Big Switch: Rewiring the World*. "Chats are just one part of our overall community strategy," Bort said. "In today's world of social networking, the old paradigm where information ran one way — from the journalist to the reader — is over. You need to create ways in which readers can participate and feel that their contribution is valued. Chats are one of those ways."

Behind the screens

Network World's online text chats are hosted by a third party that supplies the chat interface software. NWW has done some custom integration of the Java-based platform for its site, Networkworld.com, so readers can log on to the chat from the NWW site.

NWW Online Community Editor **Julie Bort** and Programming Director **Keith Shaw** run the chat program. "Senior Web Application Developer **Jason Croci** is our IT hero who built the custom applications and does a bunch of other ongoing tasks for the program," Bort said. "Associate Online News Editor **Sheryl Hodge** and Site Producer **Jonathan Summey** on the editorial side do a great job getting the word out before a chat event and making the transcript a success after it publishes. Senior Online Graphic Designer **Zach Sullivan** helps with online design elements. Site Editor **Jeff Caruso**, Senior Online News Editor **Linda Leung** and new Data Center Editor **Beth Schultz** all help out as moderators as required. Our reporters and bloggers help, too, for chats that fall in areas they cover."

Coming up

DEMO Fall
A Network World event
Sept. 7-9
San Diego
www.demo.com/conferences

Business IntelligencePerspectives
A Computerworld event
Sept. 8-10
Phoenix
www.biperspectives.com

IDC's IT Security Roadshow
Sept. 10-11
Vienna, Austria
www.idc-cema.com

IDC Security, Storage, Virtualization and Green Data Centers Roadshow
Sept. 11
Nicosia, Cyprus
www.idc-cema.com

SOA Executive Forum
An InfoWorld event
Sept. 16-17
New York City
www.infoworld.com

Designing the High-Performance Data Center
An IT Roadmap Spotlight event from Network World
Atlanta -- Sept. 16
Chicago -- Sept. 18
Dallas -- Sept. 24
New York -- Sept. 26
www.networkworld.com

Green IT Symposium
A Computerworld event
Sept. 17-18
Washington, D.C.
www.greenitsymposium.com

IT Roadmap
A Network World event
Sept. 23
Dallas
www.networkworld.com

IDC's IT Security, Storage and Business Continuity Roadshow
Sept. 23
Sarajevo
Bosnia and Herzegovina
www.idc-cema.com

For more listings go to the Events tab on www.idgcentral.com.

PC World Romania

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technical instruction and real-life application that showed how IT is used in a variety of fields including photography, sales and corporate training.

"The whole idea was to give students useful information for their future careers," Gorodcov said. "They get so much theoretical teaching at the universities but not always the practical information they also need."

Although her team has a lot of event experience, producing Romania's largest annual IT gathering, ROCS, among other events, Gorodcov admitted "we were very nervous" to venture into an untested arena — working with students — and timeframe. However, the company forged new relationships with five of the country's top student associations, and prospective sponsors quickly responded to the camp concept — it was the first time a publisher in Romania had ever organized such as event — and to the recruitment and promotional opportunities the program offered, she said.

PCWorld TECHNOLOGY TOUR
18-24 AUGUST 2008, TIMISOARA

In order to be sure the inaugural edition was of manageable size, organizers kept the registration small: 55 full-time campers who paid 125 Euros (US$184) and another 25 students from in or around the city who paid a workshops-only fee of 100 Euros ($147). Next year Gorodcov expects to be able to handle well over 100 participants.

Each day had a theme — such as digital photography, networking, mobility and data security — and a guest speaker who was not among the sponsor-provided presenters. One of them was a well-known photographer throughout Europe, Razvan Voiculescu, who talked about how to use IT to create art. Field trips included a visit to a local castle on "GIS [Geographic Information System] Day" to try out GIS and global positioning equipment and techniques, and a trip to Alcatel-Lucent Romania for product demonstrations. In all, the agenda included more than 20 speakers.

PC World Romania partnered with the University of Timisoara, whichprovided classroom space and housing.

In addition, each of the sponsors (IBM, Microsoft, Dell, ERSI, Vodafone, Alcatel-Lucent, Intel, Ecotic and Gigabyte) had an opportunity to hold recruitment sessions during the camp and meet with students during their own workshops and presentations. Intel sponsored a series of contests, with the top prize a month-long trial employment with Intel Romania and the prospect of a long-term contract.

Though the final numbers haven't been calculated, Gorodcov expects a 15% to 20% profit margin on the camp. She strongly recommends her colleagues consider this kind of venture as a way to distinguish themselves in a crowded events market where companies may be, for the most part, using the same ideas and themes. And, "given that print advertising is decreasing, this could be another important business direction for the PC World brand," she added.

Write to mihaelag@idg.ro. WU

Register for the global product line meeting in Lisbon, Oct. 19-22

Learn what's working, share best practices and network with your colleagues from IDG business units worldwide at the combined Enterprise and Consumer product line meeting in Lisbon, Portugal, Oct. 19-22. All employees of IDG publications and Web sites — including licensee partners — from around the world and invited to attend.

The agenda is still being created, but confirmed speakers include IDG Chairman **Pat McGovern**, IDG Communications CEO **Bob Carrigan**, IDG Communications EVP/Interactive **Colin Crawford** and PC World President & CEO **Mike Kisseberth**.

More than two dozen sessions are planned, such as:

- Managing IT to support an online business
- How to drive and gain audience for online-only products
- Lead generation and webinars
- Online application development for editors
- Managing print in an online world
- User-generated content for both enterprise and brands
- Strategies to target readers on mobile devices
- Working group sessions on Oct. 22 that will examine where IDG is going as a company and issues of common concern.

A subsidy of three hotel nights for one person per business unit (excluding businss unit presidents) is available at the Tiara Park Atlantic Hotel only. To register go to www.eventoffice.com.au/forms/pc_mac_world.asp?eventid=1665. For details check the meeting link on IDG Central's home page or contact samantha_saunders@idg.com.au or jean_gasbarro@idg.com.

noteworthy people

Promotions

IDG WORLD UPDATE

Cardamone

IDG Communications Marketing Communications Specialist **Teresina Cardamone** has been promoted to digital marketing manager. "This is in recognition of Teresina's outstanding work and can-do attitude," said **Matthew Yorke**, IDG Communications SVP, Sales and Marketing. "She really pushed herself in helping launch idgknowledgehub.com and has shown a lot of tenacity and enthusiasm for IDG marketing challenges. This newly created position supports online and direct marketing initiatives across the organization."
teresina_cardamone@idg.com

New employees

IDG WORLD UPDATE

Stanley

Nick Stanley is **PC World**'s new ad operations traffic manager, coming from OAO where he was senior trafficker. A graduate of the University of Wisconsin/Madison, he holds a B.A. in international relations and journalism. In his spare time he enjoys kickboxing and travel and recently hiked the 500-mile Santiago de Compostela trail in Spain.
nick_stanley@pcworld.com

IDG WORLD UPDATE

Mies

Staff Editor **Ginny Mies** comes to **PC World** from San Francisco's Academy of Art University where she was a Web content writer. She holds a B.A. in journalism and the history of art and visual culture from the University of California/Santa Cruz and enjoys biking, music and hiking.
ginny_mies@pcworld.com

Wiklund

Dana Wiklund is the new research director, Risk Management with IDC Framingham's **Financial Insights** group; he was most recently chief risk officer with TERI. He holds a B.S. in finance from the Massachusetts College of Liberal Arts in North Adams, Mass., and special studies certificate in finance from the Harvard University Extension School; he is currently pursuing a master's in finance degree from Boston's Suffolk University. In his free time he enjoys spending time with his two children, tennis and golf.
dwiklund@financial-insights.com

Business units worldwide are invited to send information for this column. Write to world_update@idg.com.

One on one

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riched by a webcast and an eBook series. Those who are interested in this project can take a look at www.pcwelt.de/intel_virtualnotebook.

The most exotic custom publishing project is for Lufthansa. We're producing all menu cards for all business- and first-class flights. Our contribution in this project is the content-management in more than 15 languages and 300 different types of menu cards.

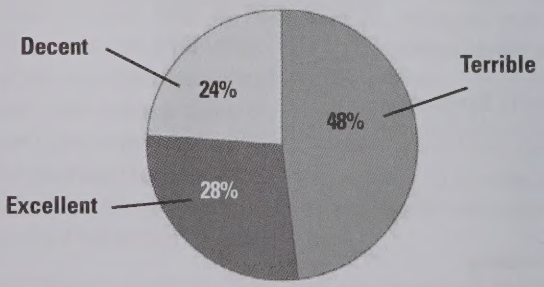
Q What kinds of new online services has your group introduced?

A In September we'll launch a DSL speed test that will enable visitors to our sites to analyze their broadband Internet access. If you find that your Internet connection is too slow or you are just curious how fast it is, speed.io is the perfect tool for a fast speed check. (Speed.io measures your current Internet speed to the nearest server.) So this is an excellent tool for customer engagement and for lead generation. This service, which is an exclusive partnership we've made with speedmeter.de, is available for all our international colleagues. Please contact me if you are interested. WU

Employees are encouraged to send suggestions for columnists they would like to see on this page. All questions will be passed along anonymously. Write to world_update@idg.com.

Question of the Week for Aug. 25

How would you rate your ability to sleep on long-distance flights?



Log on to www.idgcentral.com to vote on this week's question: Have your leisure-time magazine reading habits changed?

Pick your own IDG Central password

Employees who request a passworld to IDG's intranet, IDG Central, receive one that is automatically generated. However, if you have trouble remembering it, you can create a password of your own choosing. Just go to www.idgcentral.com and find the "Change your password" link now more prominently displayed in the top left corner.

Once you have your password, be sure to check the box next to "Remember my username and password" on the login page.

Classified ads on IDG Central

The IDG Central classified ads section is open to any employee who wants to post For Sale, For Rent, Ride Share, Wanted or Services Available ads.

New items for sale from Framingham employees are a 2004 Yamaha V-Star 1100 Silverado motorcycle (contact **Elizabeth McPherson** in Framingham, Mass. at emcpherson@idc.com) and a 2001 Toyota Sienna van (**Tracy Floyd** at tfloyd@idc.com).

The new ride-share section has four people looking for riders; the first posting quickly fournd a match! Go to www.idgcentral.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

21
Roseann LaBruno *InfoWorld*

20
Hilary Smith *IDG*

18
Lisa Ladle Wallace *Computerworld*
Thomas Roos *IDG Sweden*

17
Maria Grazia Tripodi *Nuov@Periodici Italia*

16
Maryse Gros *IT News Info*
Hermann Apfelboeck *IDG Germany*
Josef Kreitmair *IDG Germany*
Alyson Morales *IDC*

15
Urszula Imbirska *IDG Poland*

14
athryn Marston *IDG List Services*
Bill Hanck *Computerworld*
Ruzena Holikova *IDG Czech*

13
Glenn Mosesso *IDG*
Eric Knorr *InfoWorld*

12
Matt Hamblen *Computerworld*
Serge LeBlal *IT News Info*
Jana Jizbova *IDG Czech*
Jose Rodriguez *IDC*

11
April O'Connor *Computerworld*
Joanna Tarnowska *IDG Poland*
Thomas Rau *IDG Germany*
Margit Rützel *IDG Germany*
Warren Childs *IDC*
Arpad Palotai *IDG Hungary*

10
Sujay Bhattacharya *IDC Singapore*
Bianca Aumeyer *IDG Germany*
Cord Moeller *IDG Germany*
Lotta Oldmark *IDG Sweden*
Catarina Källström *IDG Sweden*
John McNulty *IDC*

9
Sandie Breese *IDC Singapore*
Bryan Ma *IDC Singapore*
Malgorzata Majer *IDG Poland*
Shirley Clute *IDC*
Imre Ergi *IDG Hungary*

8
Stephanie Gutierrez *InfoWorld*
Lianfeng Wu *IDC China*
Magdalena Sobkrowicz *IDG Poland*
Barbara Madariaga *IDG Spain*
Uwe Kuell *IDG Germany*
Ulrike Goressen *IDG Germany*
Sabrina Samtleben *IDG Germany*
Annie Weissenberger *IDG Germany*
Pernilla Strid *IDG Sweden*
Hilaire Perry *IDC*
Rebecca Pardo *IDC*
Gyorgy Dragon *IDG Hungary*

7
Jun Miyamoto *IDC Japan*
Daniel Visarius *IDG Germany*
Andy Martin *IDG U.K.*

6
John Amato *Computerworld*
Jean Royne *IT News Info*
Roberto da Silva Gois *IDC Brazil*
Jonas Triebel *IDG Germany*
Henry Ernst *IDG Germany*
Kerstin Krockauer *IDG Germany*
Ralph Troll *IDG Germany*
Viktor Fulop *IDG Hungary*
Szabolcs Toszegi *IDG Hungary*

5
Fred O'Connor *IDG News Service*
Paul Calento *InfoWorld*
Michael Graf *IDG Germany*
Susan Skowronski *IDC*

4
Paula Bardera *IDG Spain*
Peter Pool *IDG Netherlands*
Denis Arcieri *IDC Brazil*
Thamar Thomas-Issbruecker *IDG Germany*
Melanie Stahl *IDG Germany*
Wolfgang Koser *IDG Germany*
Carol-Johan Wollner *IDG Sweden*

3
Christopher Kay *IDG*
Delia Heng *IDC Singapore*
Haydee van den Berg *IDC Benelux*
Henrik Vig *IDG Denmark*
Fabiana Cassaro *IDC Brazil*
Miwako Suzuki *IDC Japan*
Brian Troelsen *IDC Denmark*
Lisa O'Brien *IDC*
Peter Cxontos *IDG Hungary*

2
Harish Taori *IDC Singapore*
Dominika Pawlak *IDG Poland*
Marien Ziller *IT News Info*
Diana Riofrio *IDC Peru*
Rafael Gomez *IDC Mexico*
Oliver Fahle *IDG Germany*
Madelene Hellström *IDG Sweden*
Thais Cerioni *Now!Digital Business*
Brett Waldman *IDC*
Janice Young *IDC*
Teresa Tassone *IDC*
Gabor Beres *IDG Hungary*

1
Bradley Reed *Network World*
Chris Gu *IDG China*
Ashadi Cahyadi *IDC Indonesia*
Jason Lin *IDC China*
Jennie Shi *IDC China*
Amabel Palencia *IDC Philippines*
Beena Krishnaraju *IDC Center for Consultancy & Research (India)*
Hilda Gomez *IDG Spain*
Onno Karman *IDG Netherlands*
Benjamin Dalmulder *IDG Netherlands*
Cesar Longa *IDC Peru*
Ricardo da Silva *IDC Brazil*
Alejandra Mendoza *IDC Mexico*
Edmund Heider *IDG Germany*
Jessica Kulpi *IDG Germany*
Dominik Grau *IDG Germany*
Carl Grape *IDG Sweden*
Mikael Hall *IDG Sweden*
Ola Ljungstedt *IDG Sweden*
Per Thelin *IDG Sweden*
Fernando Petracioli *Now!Digital Business*
Eva Hajdu *IDG Hungary*
David Hajdok *IDG Hungary*
Balazs Horvath *IDG Hungary*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to world_update@idg.com.

Don't miss your chance to compete! The IDG Calendar deadline is Sept. 12

The Olympics may be over, but that other world renowned competition, the IDG Employee Calendar Contest, is still going on — but not for long. Prize money of $300, $200 and $150 awaits the top three vote-getters, with all 12 winners — as determined by IDG employees voting on IDG Central later this month — will have their masterpieces included in the 25th annual calendar distributed to business units around the globe. Here's how to enter:

- You may submit up to two color or black-and-white digital images, prints or 35mm slides on any subject. Photos may be taken with a film camera or a digital camera. If you submit an electronic image, it must be a large, high-resolution file of at least 240 dpi. Smaller iles will not reproduce well in the calendar.
- Photos may be vertically or horizontally oriented. No panoramic-width photographs can be accepted.
- Each entry should be clearly labeled with your name, business unit, telephone, fax and e-mail address. If submitting electronically, please include this information along with the file. If submitting a print, a business card taped to the back works well. Please do not write directly on the back of your photos.
- Please be sure to include a title for your photograph(s).
- Entries must be received by **Sept. 12, 2008**.

Send your photos to: IDG World Update, Photo Calendar Contest, 3 Post Office Square, 4th floor, Boston, MA 02109 U.S.A. or **world_update@idg.com**. Please note: photos will not be returned.

If one of your photos is selected as one of the 12 winners, you will be asked to submit a photo of yourself as well as a brief description of how you came to take the photo. Good luck!

celebrating 10!

Name
Arantxa G. Aguilera

Home
Madrid, Spain

Joined IDG Spain
February 1992 as a Network World trainee.

IDG Spain's ***Arantxa Aguilera*** *was the guest of IDG Chairman Pat McGovern at a dinner honoring her decade of service to the company.*

Career path
In 1995, I became a staff writer at Network World. In 1998. I became chief editor at the same magazine. In 2000 I joined PC World as editor-in-chief. In 2006 I transferred to the Online department as editor-in-chief. In 2007 I became Online Manager at IDG Spain.

Best part of your job
Having access to the latest technology information and trends.

What's kept you at IDG for 10 years?
The ability to change my job without leaving the company, giving me new challenges and opportunities.

One thing you've learned during your tenure at IDG
If you feel proud of your work, everything is fine.

Interests outside the office
Reading science-fiction novels, blogging, listening to music, playing videogames and going out with my Dalmatian, Popeye.

Dream destination
Australia

If you won the lottery tomorrow, you would
Travel around the world.

Retirement dreams?
Living in a cottage with a garden near the seashore.

Manager's profile
"Arantxa is an extraordinary and talented worker. She combines both print and online expertise, as she has worked for our Networld World and PC World print titles in the past and is now managing IDG.es. Arantxa has many great skills, and one of the most important one is her willingness to learn new things and to accomplish new goals. Having Arantxa at IDG Spain is a big pleasure for me and an inspiration for the IDG.es staff."

—Manuel Pastor, country manager, IDG Spain

Name
Chen Bin

Home
Beijing

Joined IDG
Feb. 9, 1998

IDG Chairman ***Pat McGovern*** *hosted China Computerworld's* ***Chen Bin*** *at a dinner honoring his decade of service to the company.*

Current title
Deputy Chief Editor of No. 2 Editorial Section, Editorial Department of CCW. I am in charge of planning of topics and reports on application and technologies.

Most memorable work moment?
Planning, reporting and editing the 500-page millennial issue of China Computerworld.

What's kept you at IDG for 10 years?
China Computerworld provides a wide space for personal development.

Most challenging part of your job
Keeping up with the trends of an industry that keep changing.

Of what accomplishment at work are you most proud?
I have organized many annual conferences on products and technologies and many influential forums since 2002.

What talent do you wish you had that you don't have?
I wish I had more experience in management.

Best piece of advice you've ever received
Guard against arrogance.

Interests outside the office
Chinese *go* and music.

Family
My wife Cao Wei and I have a two-year-old son, Chen Sihan.

Manager's profile
"Chen Bin is an outstanding chief editor with a good accumulation of technical knowledge and working experience. He has good insight and judgment into the development of the IT industry so that CCW continues to publish feature reports on technologies with the correct predictions. He is a very nice person and popular among colleagues. He is such an important liaison between our newspaper and leading IT manufacturers."

—Jin Jianzhong, assistant president of China Computerworld Publishing and Servicing Company, and publisher of China Computerworld

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Julie Bort *Network World*
Nicoleta Donu *IDG Communications Romania*
Mihaela Gorodcov *IDG Communications Romania*
Canio Martino *IDG Germany*
Karen Ren *IDG China*
Stephen Sauer *Network World*

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 Web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG also publishes more than 300 magazines and newspapers in 85 countries. IDG's media brands include CIO, CSO, Computerworld, GamePro, InfoWorld/TechWorld/TecChannel, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, E for All, Storage Networking World and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events. More details at http://www.idg.com.

IDG WorldUpdate

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WWW.IDGCENTRAL.COM

GamePro site redesign targets broader audience

Site aims to retain hard-core gamers while being more accessible to newbies

"The gaming industry has changed and so have consumers' needs," said **Eric Patterson**, GamePro Media's VP of marketing. The San Francisco-based business unit swept away the "dated look and functionality" of its GamePro.com Web site with a new version that launched late last month. The site was last redesigned in May of 2006.

(L-R): ***Andrew Yang****, graphic designer;* ***Chenda Ngak****, copy editor;* ***Jason Klingstedt****, lead Web developer;* ***Mary Atchison****, manager, Ad Operations;* ***Arthur Orneck****, Web developer;* ***Karla Cuadra****, ad ops coordinator;* ***Brandon Ferrua****, associate Web designer;* ***Justin Lewis****, senior Web developer;* ***Sui Mak****, Web developer;* ***Mike Weigand****, managing editor;* ***George Hu****, art director and* ***Brandon Wells****, associate Web designer.*

IDG WORLD UPDATE

GamePro President and CEO **Dan Orum** said the new site is intended to expand GamePro's audience. "We're looking to make games and gaming available to a broader range of people but not disassociate from the hard-core gamers. The site is more accessible to first-time users," he said.

Patterson said GamePro's redesign team made sure the new site addressed three fundamental needs of more mainstream gamers:

- A design and editorial tone that do not overwhelm users visually or use jargon they don't understand.
- A bigger emphasis on product reviews and ratings and less on gaming industry news.
- Improved information presentation ("Everyone wants more video, easy-to-understand ratings, and most-popular lists," Patterson said.)

continued on page 4

IDC's Enterprise Financial Accounts team tackles niche

Specialized sales force also helps promote brand among traditional clients

Inside this issue

IDG News Service to post all product videos from DEMOFall *page 2*

The 2009 IDG Media Kits are in the mail *page 2*

One on one: PC Advisor Publishing Director Simon Jary *page 3*

Celebrating 10! CEOCIO China's Li Jing *page 8*

New cartoon caption contest *page 8*

While information and communication technology vendors were IDC's original client base, and still represent a large part of the company's business, venture capitalists as well as investment bankers and equity analysts at financial institutions that have an interest in the high-tech arena also rely on IDC research. IDC's Enterprise Financial Accounts (EFA) group sells to this clientele and has steadily increased its revenue year-on-year, generating $14 million in FY07 from 115 global clients.)

Though EFA also has the word "financial" in its title, its client base is very different from that of Financial Insights, an IDC company that produces technology research and analysis for end users, such as CTOs, in the financial services industry.

EFA is based in Framingham, Mass., under the direction of Vice President **Kevin Dunne**, with a team of five U.S. sales staff and others in the Canada, Ireland, Singapore and Japan (see sidebar page 5). EFA sells existing IDC products and services into three segments of the financial community:

- Large investment banks such as Goldman Sachs, CitiGroup and DeutscheBank, which constitute a large core of EFA's business.
- The venture capital and private-equity community such as KKR, many of which invest in tech companies.
- Mid-level banks including Wells Fargo and Wachovia.

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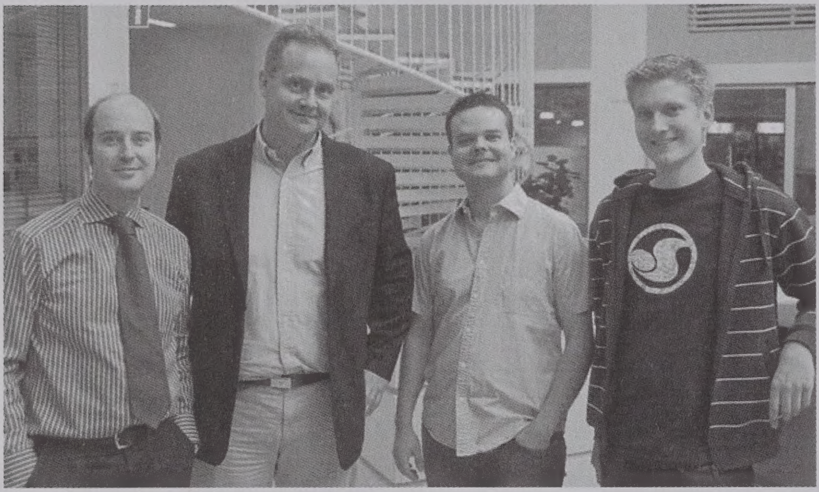
in brief newsworthy

Sweden's PC for Alla photo competition boosts traffic, page views

For the second year, Sweden's PC for Alla has compensated for summer's traditional online traffic dip with a hugely popular photo competition. Readers were encouraged to submit photos during the months of June, July and August. Photos were posted on a special section of the PC for Alla site (pcforalla.idg.se) where anyone could log on and vote for their favorite. Each month the photographer whose photo received the most votes won a digital camera supplied by one of the contest's two sponsors, Pentax. (The other sponsor was Snapfish, owned by Hewlett-Packard). The overall winning photograph earned it's creator a high-end digital SLR camera from Pentax.



L-R: ***Fredrik Agrén***, *editor-in-chief, PC för Alla;* ***Robert Ahlqvist***, *sales manager, PC för Alla;* ***Pontus Jeppsson***, *online business developer, IDG Sweden;* ***Andreas Thors***, *online editor, PC för Alla.*

Readers submitted a total of 6,400 photos which generated some 734, 976 page views — approximately 25% of the site's page views for the three-month period, said PC for Alla Editor-in-chief **Fredrik Agren**.

IDG Sweden Online Business Developer **Pontus Jeppsson** and PC för Alla Online Editor **Andreas Thors** created the web site and **Robert Ahlqvist,** sales manager, PC för Alla, recruited the contest sponsors. The sponsors paid approximately US$10,000 as well as provided the prizes for the contest.

An unexpected result of the contest, noted Agren, was the level of reader involvement and feedback it generated. "Some creative bad losers took pictures of protest notes, which they submitted to the contest, demanding a 'traditional judging' panel instead of their fellow contestants and one entrant started a blog where other contestants could discuss and debate the merits of the photos in the competition. Our readers were – and still are – very engaged in this contest!" Agren said.

For more information, contact Fredrik Agren at fredrik.agren@idg.se. WU

DEMO editorial, video content available on IDGNS for use worldwide

DEMOfall 08 opens its doors in San Diego today when the first of 72 companies selected to debut their never-before-publicly-seen technologies takes to the stage for its six-minute presentation. Each presentation is captured on video and will be available on the IDG News Service site during the first half of this week for use by any IDG business unit or publishing partner worldwide.

The News Service will also be creating a DEMO Spotlight on its home page where it will gather all the DEMO-related content written by reporters from Computerworld, InfoWorld, Network World, PC World and The Industry Standard currently scheduled to be at the conference.

DEMO coverage has proved an impressive traffic generator in the past, noted Network World Site Editor **Jeff Caruso**. "It seems like every DEMO generates more traffic for us," he said. "The slideshow previewing the technologies to be shown at the most recent DEMO generated 120,000 page views. On the video side, we had 3,200 downloads of previous DEMO videos during the week before the show, and then 51,000 downloads of all the videos during the week of the show."

"We are very proud that DEMOFall08 is *the* place where 72 of the most important new products and technologies will be introduced," noted IDG Communications CEO **Bob Carrigan**. "DEMO companies launched in the last four years have raised $2.5 billion in financing. When you consider that companies such as Palm, WebEx and VMWare have launched at DEMO, it's no wonder that this event is of huge interest to IDG's audience."

DEMO also plans to make available for use by other business units some longer videos including the opening addresses, keynotes and several roundtables, all running approximately 30 to 45 minutes each, according to **Mike Garity**, DEMO's VP marketing and business development. All videos will be in Flash format and formatted to Brightcove specifications. Publishers who do not normally run video on their sites, can use a Brightcove player (similar to YouTube) hosted by DEMO to embed directly on their sites allowing them to retain page views and still sell advertising around it but avoid the need for a hosted player.

For more information, contact Mike Garity at mgarity@nww.com. WU

IDG 2009 Media Kits en route, components available as PDFs on IDG Central

IDG's 2009 Media Kit began shipping to business units worldwide last week. The kits, which incorporate more graphics and images from IDG sales and marketing collateral around the world, were designed to be as flexible as possible to meet the differing needs of business units worldwide. "Each page and brochure was designed to work together but also to stand alone, so business units can use the entire kit or only the brochures or pages that work for their marketing efforts," said **Susanna Hinds**, IDG director, Corporate Communications.

For business units that want a "sneak peak" or access to information immediately, PDF files of each of the brochures are now available at IDG Central in the Corporate Communications section (under the Corporate Resources tab).

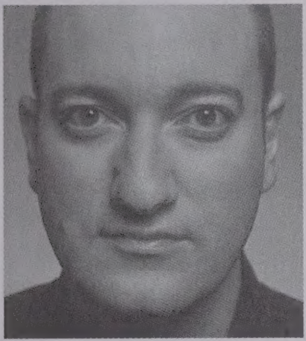
In addition, many of the charts and graphics in the kit will be made available on IDG Central for use in customized PowerPo[illegible] presentations later this month.

Anyone with questions regarding the Media Kit may contact Susanna Hinds at susanna_hinds@idg.com. WU

the interview

one on one

Simon Jary
The publishing director of PC Advisor is this week's columnist. Reach him at sj@idg.co.uk.



IDG career path
"I started out at IDG as sub editor on the now-defunct Lotus Magazine in 1991 and moved to Macworld, where I rose to deputy editor before leaving the company in 1994 to join To-night, a start-up daily London newspaper. After a year I was lured back to Macworld as editor, where I served from 1995 till 1998 when I became editor-in-chief at the launch of Digit magazine (now Digital Arts). In 2004 I became editorial director across all B2C titles. In 2006, I moved to my current position as publishing director of PC Advisor."

What's made IDG U.K. a good place to work?
"It's quite rare for editors to become publishers, as the sales guys claim they're the only ones who understand numbers, and editorial should stick to words. It's refreshing to get stuck into Excel rather than Word. Coming from the editorial side has some real advantages for a publisher. Having a deep knowledge of content, online taxonomies and user-generated content is a real boon."

Q What are PC Advisor's main competitors, and how does your brand distinguish itself in the marketplace?

A Now that we're an online-first title our competitors can spring up from practically anywhere, but IPC's Trusted Reviews is our closest rival in the product-testing sphere. It's online-only so doesn't have our print overheads and constraints. According to online intelligence service Hitwise, PC Advisor (PCA) is now ranked as the clear No. 2 U.K. tech site for U.K. visitor traffic, topped only by The Register. We regularly record the highest year-on-year rises in U.K. visitor traffic of all leading online tech sites. We're neck and neck with Trusted Reviews on U.K. visits but behind on page impressions — something we're working on now, with more multiple-page splits on reviews.

We have now overtaken ComputerActive on U.K. page views and remain ahead of all the sites in Dennis Publishing's PC Pro portal. PC Pro is the No. 1 print monthly in terms of ad market share, but PCA has recently overtaken one-time leader Computer Shopper in this regard to forge a strong position at No. 2. PC Advisor is very reader focused, offering clear product and consumer advice — often basing features on in-depth online reader research. We believe that our title leads the market in this regard. It's one of the reasons that the brand works so well online, and our phenomenal user forums are evidence of this.

Q PC Advisor's newsstand sales efficiency has recently done well year-on-year compared with the competition. To what do you attribute that?

A With print newsstand sales declining 15% year-on-year across the market and PCA transitioning to a Web-first revenue model faster than its competitors, newsstand sales efficiency (the percentage of issues printed actually sold on the newsstand) is even more important, and we regularly beat our competitors on the efficiency of the core DVD edition of the magazine. (PCA sells in two editions: one with a cover-mounted DVD for £4.99 [US$9.07]; and an issue with a CD for £3.99 [$7.25].) Our focus remains on efficiency, as we believe that the link between circulation and ad yields is less direct than in previous years. Marketing Manager **Nikki Causer**, Circulation Manager **Darren Whiteman** and I analyze seasonal trends and focus promotional activity to ensure the highest possible efficiency. The issues out in April and September are supported with an extra software CD and bagged in the major store groups. Our May 2008 issue peaked at 70% newsstand efficiency, with market-leading DVD-edition sales.

Q What is PC Advisor doing in the realm of user-generated content?

A PC Advisor has the largest tech user forums in Europe, with more than 275,000 registered users. In addition to this content, all editorial content can be commented on by readers. Blog and news articles comments are moderated (edited if necessary) after being posted, but user reviews are checked before going live in order to protect the integrity of our reviewing reputation.

Q What are some of the features on PC Advisor TV, and what are your plans for the future?

A PC Advisor TV is our latest online initiative, gathering news, reviews and tutorial video content in respective channels. Readers can flip between Expert (created in-house), User (currently via pre-selected embedded YouTube content) and Vendor product video reviews. The vendor content is provided by our partner Flix Media, which produces product videos for vendors. Until now its content has been supplied to retail sites only. This venture with PCA increases Flix's reach to viewers while providing IDG with thousands of professionally produced product videos. The plan is for this model to be followed by IDG titles across Europe, starting in Germany. Although video revenues are still unproven we see great potential in the possibilities of this three-way product author split, with vendors competing to own the space around them.

Q What steps have you taken to manage print for profit while growing online revenues?

A We have reduced print circulation while maintaining reader revenues by motivating readers to change from the cheaper CD edition to the more lucrative DVD issue. To the same end we no longer accept CD subscriptions and have changed fulfilment companies to further save costs. Despite rising paper costs caused by the current global demand for wood, our print costs are down 12%. Head of Production **Richard Bailey** has done a great job in managing disc and paper costs, as well as printers and finishing houses.

In order that everyone has a keen online focus the whole PCA team has online responsibilities — even our art editor blogs. And we're making sure that costs are more realistically carried by both media, as it can be easy to hide online costs in older print

continued on page 6

New logo focuses on readability

GAMEPRO
Prepare to Play

GamePro's new logo (above) aims for a more modern and readable look than the previous image (below).

GAMEPRO
WHERE GAMERS GO FIRST .COM

Not only did GamePro Media redesign its Web site it also revamped its logo. "A new logo has the ability to dramatically impact newsstand sales of a magazine so you have to be very careful," said **Eric Patterson**, GamePro Media VP of marketing. "We explored over a dozen logo directions before arriving where we did. We thought it was important to create a more modern and readable look, while maintaining the same sensibility as the old logo."

Site relaunch a companywide effort

According to **Eric Patterson**, GamePro Media's VP of marketing, "almost everyone in the organization touched this relaunch in some way." Among the primary contributors were the following: **George Jones**, editor-in-chief; **George Hu**, art director; **Craig Eastman**, director of product development; **Jason Klingstedt**, lead developer; **Justin Lewis**, senior developer; **Sui Mak**, Web developer; **Arthur Orneck**, Web developer; and **Mary Atchison**, ad operations manager.

GamePro site redesign

continued from page 1

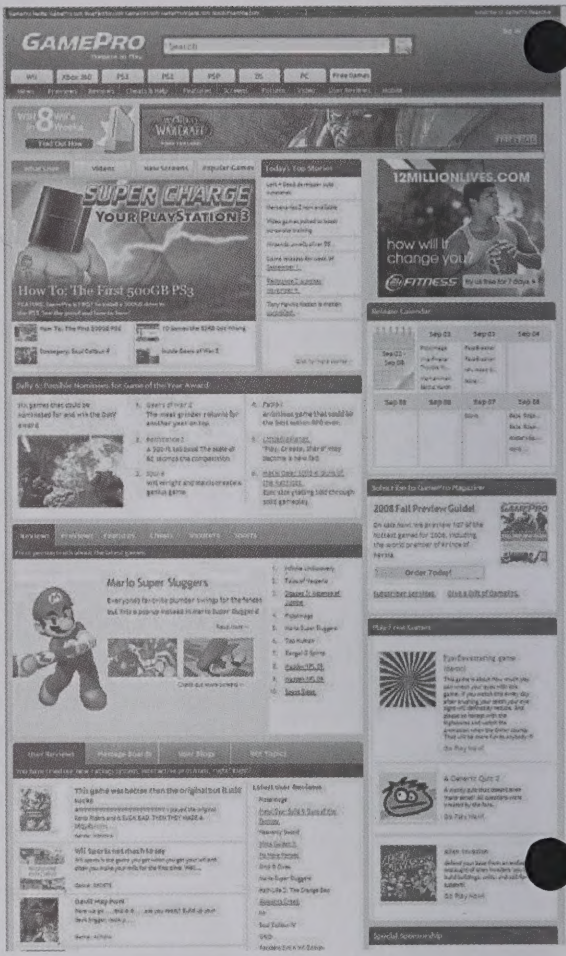
Patterson said the new site involved "much more than simply a redesign. The entire site has been both re-architected and redesigned to better align with the needs of a broader audience." Among the highlights of the relaunched site are the following:

- Improved navigation and search functionality.
- A new color palette and GamePro Media logo (see sidebar).
- Cleaner page templates.
- An industry-first, Netflix-like five-star rating system that includes a pros/cons function for users to submit on each game.
- A greater emphasis on video, including a new custom player.
- A catalog of thousands of free flash games users can play on the site.
- New community functions, including game-friends lists, messaging and integration with Facebook.
- A completely overhauled proprietary content management system.

Users must register on the site if they want to post content such as ratings, reviews and comments or interact with other users through the new community tool. "It's important to gate this interaction to both avoid spam and raise the quality bar of the submissions," Patterson said.

The redesign took advertisers into account, as well as mainstream gamers. There are now 300- by 600-pixel advertising units available on product pages, and new video ad technology allows for combinations of branded video players with 15-second advertising pre-rolls and interactive ad overlays, all backed by full analytics.

The redesigned site was a year in development, according to Patterson. "The first six months were spent doing market research to better define audience needs, and the remainder was spent building the site," he said. GamePro did user testing at several stages along the way. Before coding began, they ran focus group testing on mock-ups for several key page types. After the site had been developed, GamePro's most active registered users as well as family and friends were invited to test the site. "The feedback has been almost 100% positive," Patterson said.



The new site features cleaner page templates and improved navigation and search. It also offers a host of new community functions including integration with Facebook.

GamePro will be doing a number of things to raise consumer awareness about the new site including the following:

- Consistently using GamePro magazine to highlight new features and functionality.
- Linking to partner sites such as Wikia (see IDG World Update, July 28, 2008).
- Viral marketing through social networks, including a new feed to Yahoo Buzz, a site where stories on the Web are ranked by users' votes.
- Launching a GamePro toolbar and a widget that will integrate Wikia content on GamePro's site and vice versa.
- Introducing a GamePro Retail Ratings pilot program that will put GamePro reviews on retail sites and in stores, "a la Wine Spectator score cards in wine shops," Patterson said
- Paid search on Google and other search engines.
- Sponsoring a college gaming festival tour.

"On the advertiser side, we have been touting the new site for the past few months and will be much more active in industry events next year," Patterson said.

"We expect page views to grow quickly due to improved usability, with uniques growing steadily over time," he added.

For more information contact Eric Patterson at epatterson@gamepro.com. WU

Coming up

SOA Executive Forum
An InfoWorld event
Sept. 16-17
Roosevelt Hotel
New York City
www.infoworld.com

Designing the High-Performance Data Center
An IT Roadmap Spotlight event from Network World
Atlanta — Sept. 16
Chicago — Sept. 18
Dallas — Sept. 24
New York — Sept. 26
www.networkworld.com

Green IT Symposium
A Computerworld event
Sept. 17-18
Gaylord National Resort and Convention Center
Washington, D.C.
www.greenitsymposium.com

IT Roadmap
A Network World event
Sept. 23
Dallas
www.networkworld.com

IDC's IT Security, Storage and Business Continuity Roadshow
Sept. 23
Holiday Inn Sarajevo
Sarajevo
Bosnia and Herzegovina
www.idc-cema.com

IDC/Global Retail Insights CEE Logistics and Retail IT Solutions Roadshow 2008
Sept. 24
Ledra Marriott Hotel
Athens, Greece
www.idc-cema.com

E for All Expo
An IDG World Expo event
Oct. 3-5
Los Angeles Convention Center
Los Angeles
www.eforallexpo.com

Designing the High-Performance Data Center
An IT Roadmap Spotlight event from Network World
Washington, D.C. — Oct. 7
San Francisco — Oct. 10
www.networkworld.com

IDC

continued from page 1

According to Dunne, these clients incorporate IDC research into their own evaluation process. Research equity analysts, for example, use the data in their own algorithms and business models so they can become better stock pickers and provide better advice to their clients. Venture capitalists may not have adequate staffing to conduct research about mobile phones in a variety of global markets, so they rely on IDC's worldwide presence to provide comprehensive data.

"Since the typical IDC salesperson is focused on the vendor community, which has its own research needs, we have to be specialists," Dunne said. "If a software investment banking team is looking for information, we can pull out our Software Market Forecaster, which has 800 private company profiles, and that data is invaluable because those firms are candidates for that bank's IPO or merger and acquisition activities. In many instances our research can be viewed as a lead-generation list. My team knows how to match the right IDC product to each audience within these complex financial organizations."

> *"My team knows how to match the right IDC product to each audience within these complex financial organizations."*
>
> *— Kevin Dunne, VP, Enterprise Financial Accounts*

Not only is EFA contributing to IDC's bottom line — its business grew 8% between FY06 and FY07 — "it indirectly helps the IDC brand with our more mainstream IT vendor clients," said IDC Senior Vice President/Worldwide Sales **Brad Thorpe**, who oversees the group. Wall Street companies rely on IDC documents and quote IDC analysts extensively, Thorpe and Dunne noted. From 2003 to 2007, data compiled by Thomson Research shows that IDC outpaced Gartner in number of mentions in Wall Street brokerage reports.

"Because of that presence, when our IT vendor clients like IBM get on their quarterly earnings calls, they often get questions from the industry analyst at Goldman Sachs that cite IDC findings," Dunne explained. "The vendor reps should be familiar with what's discussed on these earnings calls so there can be an ongoing dialogue about the relevancy of IDC's Wall Street relationships."

EFA's sphere of influence extends to the conference business for both IDC and IDG, as there are significant networking opportunities there for financial community clients to connect with attendees and sponsors. The advent of green IT conferences has been particularly appealing, Dunne said, as "our financial folks can interact with the green IT vendors, many of whom are using cutting-edge technologies, and those vendors love the fact that there are some Wall Street eyes involved."

IDG WORLD UPDATE

*A subset of the Enterprise Financial Accounts team includes Customer Service Representative **Lisa Kue,** Sales Manager **Ted Dunne**, VP/EFA **Kevin Dunne** and Account Executive **Farben Piedrahita**.*

On the research side, one of EFA's key partners is **Joe Loiselle**, vice president of IDC's Global IT & Financial Advisory Services. One of Loiselle's products, Investment Services Research, provides cross-technology global research for the investment community and represents about half of the research EFA sells.

"Kevin's group has been successful at increasing investments in IDC from key customers year-over-year despite increasingly difficult times," Loiselle said. "Our customers demand quality data, high levels of support and superior market intelligence while not necessarily wanting to dig deep to pay for that. EFA plays an essential role in enabling IDC to provide those high-value services by selling on value and ensuring they properly fund their services — not an easy task!"

Write to Kevin Dunne at kdunne@idc.com. WU

Who's who at Enterprise Financial Accounts

Framingham, Mass.
Kevin Dunne, VP; **Kevin Robock**, director of sales, **Jim Stone**, sales manager; **Ted Dunne**, sales manager; **Farben Piedrahita**, account executive and **Lisa Kue**, customer service representative

Ireland (U.K.)
Keith Gaffney, sales manager

Singapore (Asia/Pacific)
Coann Teoh, account manager

Canada
Brian Howden, director, Industry Insights

Japan
Tomoko Nakatsukasa, account executive

noteworthy people

Promotions

IDG WORLD UPDATE

Counts

PC World Applications Developer **Justin Counts** has been promoted to senior application developer. "Justin joined the Applications Development team just over a year ago and very quickly impressed us with his level of skill and professionalism," said Applications Development Director **Jim Hutson**. "His hard work on the PCWorld.com Shopping and Downloads redesigns were significant steps toward ensuring our ability to move the business forward, and we look forward to utilizing his talents in many projects to come." *justin_counts@pcworld.com*

New employees

LYNN HOLMLUND

Levien

CIO magazine has hired **Simone Levien** as editorial administrator. She previously worked as an intern at Harvey Klinger, Inc. A graduate of Williams College in Williamstown, Mass., she holds a B.A. in economics and English. In her free time she enjoys travel, the outdoors and going to baseball games. *slevien@cxo.com*

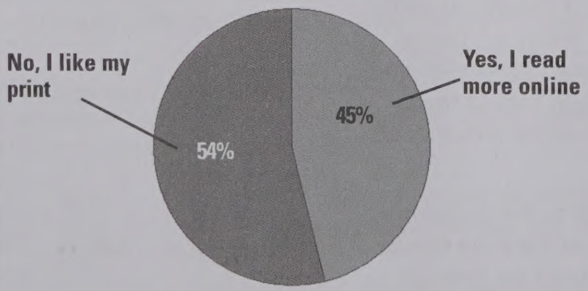
Siew Khoon Lau joins **IDC Asia/Pacific**'s Singapore office as finance executive. She has more than five years of financial experience in the construction and telemarketing industry, most recently as finance and human resources supervisor with Infomedia Services Pte Ltd. She earned a diploma in commerces from Malaysia's Tunku Abdul Rahman College and has two children, ages five and six months. *sklau@idc.com*

Also new at **IDC Asia/Pacific**'s Singapore office is **Hwai Lin Khor**, a market analyst with the Enterprise Servers and Workstations group. She was most recently a mobile wireless research analyst with ABI Research. She holds a B.A. with honors in electrical engineering from the National University of Singapore and an M.S. in embedded systems from Singapore's Nanyang Technology University. *hlkhor@idc.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Question of the Week for Sept. 1

Have your leisure-time magazine reading habits changed?



Log on to www.idgcentral.com to vote on this week's question:
Do you use IM to communicate with colleagues?

One on one

continued from page 3

fields, thus obscuring possible efficiencies. The editorial team under Editor **Paul Trotter** is fully behind the online model, and everyone in the team frequently comes up with new content initiatives. For example, Deputy Editor **Rosemary Hattersley**'s New Products blog increased that section's traffic by over 100%. Associate Editor **Matt Egan** is constantly adding new sections and refining existing parts of the site for maximum content performance and third-party tie-ins.

The PCA sales team, under Ad Director **Daniel Shaw**, is focused on brand rather than simply online or print. Year on year, we have grown direct online revenues by 44%. Sponsorships of focused content zones have been successful, with HP, Dell and Lexmark buying ad space within the Business Advisor zone. Blackberry was launch sponsor of our Mobile Advisor zone. Canon and Nikon have bought into our Photo zone. And Kaspersky has sponsored the Security Advisor. Each zone contains news, reviews and blogs, as well as its own user forum.

We have also drawn third-party revenues wherever we can find them, and hope to have made close to US$500,000 from them this financial year. We have affiliate shopping partnerships with PriceGrabber and several software and games publishers (thanks to pioneering work by Software Editor **Richard Clooke**), often linked to content on our DVD and online Downloads section. This has recently been extended to mobile and home broadband price comparison sites where we earn a slice of any new business gained via our site.

We use Vibrant Media as our premier network ad sales provider, and revenues have increased with intelligent placement of potential ad units. Network-sold advertising generally goes to the lower ad slots, giving clients the perfect excuse to move up with direct-sold placements. We also have Vibrant's In-Text contextual advertising and will soon be partnering with it on content-related editorial links using the same keyword engine.

Google AdSense for Content and Search also need frequent and careful management to bring in significant revenue, checking on placement and clickthrough rates. PCA's sales team also sells advertising on closely related sites in its own network sale. These are primarily package offers with the PCA site, but many are on the third-party site only. We started with an IT education site called Edugeek and have plans for similar deals with a large games site.

Employees are encouraged to send suggestions for columnists they would like to see on this page. All questions will be passed along anonymously. Write to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

25

John Gallant *Network World*

23

Tore Harald Pettersen *IDG Norway*

22

Angele Boyd-Meyers *IDC*

21

Kevin Greene *PC World*

19

Debra Bernardi *IDC*

18

George Bulat *IDC Canada*

17

William Bernardi *IDC*

16

Dag Inge Karlsson *IDG Norway*
[illegible]onna Moschella Hopkins *IDG World Expo*
Juan Melara *IDG Spain*

15

Cheryl Talamini *IDG*

13

Dan Miller *Mac Publishing*
Aldona Rekawek *IDG Poland*

12

Peter Holmgren *IDG Sweden*
James Walker *IDG U.K.*

11

Sarah Cervin *IDG Norway*
Steven Phillips *IDC Singapore*
Andrzej Garwolinski *IDG Poland*
Marianne Kolding *IDC U.K.*

10

Luis Ibarra *PC World/Central Services*

9

Kathryn Turner *Mac Publishing*
Henning Meese *IDG Norway*
Remco de Graaf *IDG Netherlands*
Rien Buren *IDG Netherlands*
Torben Hansen Daarbak *IDG Denmark*
Naoki Morimoto *IDG Japan*
Michelle O'Mahoney *IDC*

8

Morten Bratlie *IDG Norway*
Michael Oreld *IDG Norway*
Timothy Johnson *IDG*
Michael Mullaney *IDG Global Solutions*
Jose Marzal *IDG Spain*
Zoltan Komáromi *IDC Hungary*
Masato Tateno *IDG Japan*

6

Kjetil Fjellmann *IDG Norway*
Bjørn Unnersaker *IDG Norway*
Ida Hasselrot *IDG Sweden*
Robert Jesionek *IDG Poland*
Simone van der Kooij *IDC U.K.*

5

Krista Elkin *IDC Canada*
Andreas Leijon *IDG Sweden*
Andrew Penfold *IDG U.K.*

4

Krista Collins *IDC Canada*
Vitek Prucha *IDC U.K.*
Rodrigo Batista *IDC Brazil*

3

Vito Mabrucco *IDC Canada*
Pål Dimmen *IDG Norway*
Charles Williamsen *IDG Norway*
Jeremy Kirk *IDG News Service*
Andrew Kwon *IDC Korea*
Sumit Maden *IDC Center for Consultancy and Research*
Selma Er *IDG Netherlands*
Marie Brewis *IDG U.K.*

2

Diane Pickett *IDC Canada*
Jan Hantke *IDG Germany*
Natalie Wan *IDC Hong Kong*
Kelly Cho *IDC Korea*
Nicolai Devantier *IDG Denmark*
Claudia Santos *Now! Digital Business*
David Shafran *IDC*

1

Aaron Catrett *GamePro Media*
Robert Giuffre *GamePro Media*
Nathan Lindberg *GamePro Media*
Arthur Orneck *GamePro Media*
Paul Moretti *Mac Publishing*
Alan Walker *IDC Canada*
Kevin Restivo *IDC Canada*
Camilla Åhnberg *IDG Sweden*
Fredrik Persson *IDG Sweden*
Emerson Gibon *IDC Singapore*
Celine Siow *IDC Singapore*
Lisa Lan *IDC Taiwan*
Jan de Beus *IDG Netherlands*
Marianne Møller Madsen *IDG Denmark*
Christopher Brown *IDG U.K.*

All business units are invited to send employees' anniversary information for inclusioin in this column to *IDG World Update* at world_update@idg.com.

The IDG Photo Calendar deadline has been extended to Sept. 19

Wish you had that extra weekend to sort through your digital files and photo scrapbooks for that perfect photo to submit to the 25th annual IDG Employee Calendar Contest? Now you do — the deadline has been extended by one week.

Prize money of $300, $200 and $150 awaits the top three vote-getters, with all 12 winners — as determed by IDG employees voting on IDG Central later this month — will have their masterpieces included in the 25th annual calendar distributed to business units around the globe. Here's how to enter:

- You may submit up to two color or black-and-white digital images, prints or 35mm slides on any subject. Photos may be taken with a film camera or a digital camera. If you submit an electronic image, it must be a large, high-resolution file of at least 240 dpi. Smaller [illegible]es will not reproduce well in the calendar.
- Photos may be vertically or horizontally oriented. No panoramic-width photographs can be accepted.
- Each entry should be clearly labeled with your name, business unit, telephone, fax and e-mail address. If submitting electronically, please include this information along with the file. If submitting a print, a business card taped to the back works well. Please do not write directly on the back of your photos.
- Please be sure to include a title for your photograph(s).
- Entries must be received by Sept. 19, 2008.
- Photos will not be returned.

Send your photos to: IDG World Update, Photo Calendar Contest, 3 Post Office Square, 4th floor, Boston, MA 02109 U.S.A. or world_update@idg.com.

If one of your photos is selected as one of the 12 winners, you will be asked to submit a photo of yourself as well as a brief description of how you came to take the photo.

Good luck!

celebrating 10!

Name
Li Jing

Home
Beijing

Joined CEOCIO China
March 30, 1998

Career path
March 1998-March 2003, Customer Manager, Customer Service Department, CEOCIO China; March 2003-March 2004, Assistant to Director, Publishing, Customer Service Department, CEOCIO China; April 2004-present, Vice Director, Customer Service Department, CEOCIO China.

Responsibilities
I am in charge of ads sales and customer service, coordination among the customer service department marketing department, and editorial department.

Most memorable work moment
When CEOCIO China was launched in 1998, it was very hard to get ads from big customers. I remember when I visited the laptop department of a famous company several times and finally got the biggest order of that year after my untiring communications and effort.

What's kept you at IDG for 10 years?
I've seen the growth of CEOCIO China from a small sapling to one of the top three business management media brands. We really treasure the time we have spent, and we are very happy in this work atmosphere.

CEOCIO China's ***Li Jing*** *was the guest of IDG Chairman* ***Pat McGovern*** *at a dinner honoring her years of service to the company.*

Best way someone could compliment you at work?
Tell me I'm logical, passionate and persevering.

Retirement dreams?
Traveling around the world with friends to learn other cultures' customs.

Manager's profile
"Since joining CEOCIO China, Li Jing has become one of our best salespeople. She has won the sales champion award for many successive years."

—Liu Xiangming, publisher and editor-in-chief, CEOCIO China

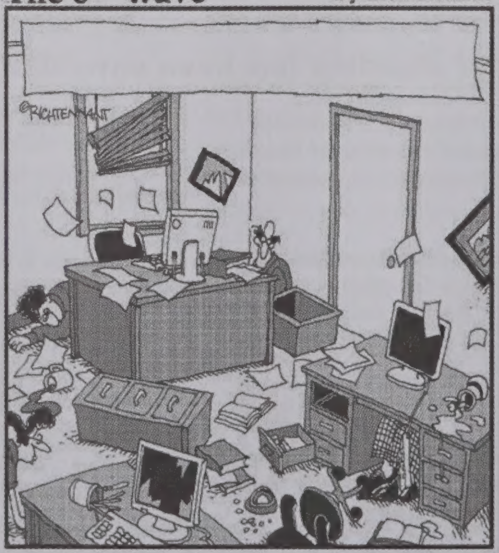
off line for fun

It's that time again! Create a brief caption for the cartoon at right and send it to IDG World Update by Sept. 30.

The IDG employee with the most humorous submission will have a choice of receiving either an official "Off Line" t-shirt imprinted with an original Rich Tennant cartoon or a copy of Rich Tennant's book of cartoons, Downloaded. The honorable mention winners will receive IDG cups.

Send your creations to world_update@idg.com or fax them to 617-423-0712.

The 5th Wave By Rich Tennant



and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Kevin Dunne *IDC*
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Michael Shirer *IDC*
Brad Thorpe *IDC*
Roxanne Warrick *IDG Entertainment*

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 Web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG also publishes more than 300 magazines and newspapers in 85 countries. IDG's media brands include CIO, CSO, Computerworld, GamePro, InfoWorld/TechWorld/TecChannel, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, E for All, Storage Networking World and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events. More details at http://www.idg.com.

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WWW.IDGCENTRAL.COM

Large number of CXO employees join mentoring program

Professional and organizational development seen as twin goals of program

When CXO Media announced its new mentoring program in June more than 25 percent of its employees signed on as either mentors or mentees — and in the case of several employees — both.

LYNN HOLMLUND

*Among the 42 employees involved with CXO Media's mentoring program are (front row, l-r): **Patty Chisholm**, VP, Human Resources; **Andrea List**, program manager, CIO Executive Council; **Lisa Boles**, senior producer, Online Publishing Group; and **Jennifer Finn**, sales associate, CIO Executive Council. Standing (l-r): **Gary Beach**, publisher emeritus, CIO; **Dexter Siglin**, VP Sales, CIO Executive Council; **Susan Murray**, senior marketing specialist; **Pauline Boyle**, senior HR representative; **Adam Dennison**, national sales director, CXO Media; **Christine McKay**, senior ad sales associate, CSO; and **Brian Carlson**, editor-in-chief/editorial director, online.*

"To me, that's an impressive turnout for a brand-new program and tells me that the CXO team overall is excited about being here and cares about their career development," said **Adam Dennison**, national sales director and one of the three employees who is participating both as a mentor in one pairing and a mentee in the other.

An early and strong advocate of the mentoring program was CXO Media CEO **Michael Friedenberg**, who has a "strong interest in ensuring that we're providing professional development and opportunities to CXO Media employees on a regular basis," explained CXO Media VP, Human Resources **Patty Chisholm**. Friedenberg, who signed on as one of the first mentors in the program, included employee development on the agenda when the CXO Media management team held its annual strategic planning session. "After reviewing related programs we had implemented thus far, everyone agreed our next pursuit should be to roll out a mentoring program," Chisholm said.

The program's goals are twofold, she explained.

continued on page 5

DEMOfall08 innovations touch on 'the distributed Web'

Organizers embrace social media as a key part of event's marketing plan

At the closing dinner of this month's DEMOfall08 in San Diego, presenters from the 72 companies introducing new technology products leapt on the stage to thank DEMO Executive Producer Chris Shipley and her team for a great event.

In coming years, the world may be thanking those tech innovators.

DEMOfall08
The Launchpad for Emerging Technology

Eight hundred registered attendees, consisting largely of investors, venture capitalists, corporate development officers, IT professionals and entrepreneurs, as well as more than 100 journalists from three continents, spent three days last week listening to the introductions of the technology innovations chosen by Shipley and her team from hundreds of companies.

"Is it difficult to find 70 significant technologies every six months? In a word, no," Shipley said. "I look at technology not with an engineer's zeal for elegant code, but with a human eye for usefulness, practical advancement and social change. I prefer the most human aspects of computing — user interface, social impact, business dynamic.

"While the 72 products coming to market at DEMOfall08 represent a wide range of capabilities and impacts, without question the most obvious takeaway is that the tech market is moving into a

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Celebrating 10! China Computerworld's Chen Hu page 7

Celebrating 20! CXO Media's Rick Pastore page 8

Team-building activity serves as its own (tasty) reward

How do you thank employees for an outstanding year? If you're **John O'Malley**, you divide them into small groups, hand them each an apron and set them to work cooking their own dinner. And just for fun, you might withhold a key ingredient or two.

That was the situation that 32 employees from IDG Connect, IDG List Services, IDG Global Solutions (which all report in to O'Malley) and special guests from IDG Corporate Communications and the HR department found themselves in earlier this month. Each had received a note from O'Malley thanking them for their individual contributions to "an incredible year" and inviting them to celebrate at an undisclosed location.

"The progress we have made in the last six months has been a fantastic example of what we can do as a combined team," said ***John O'Malley****, who oversees all three groups and is pictured above with IDG List Services Client Services Coordinator* ***Danielle Stevens****.*

"Collectively, these three groups bested our profit plan by 97.8%," said O'Malley who serves as president of IDG Global Solutions, and CEO of both IDG List Services and IDG Connect. "We wanted to encourage these groups to work closely together because as we look to 2009, we see more and more potential for lead generation to work with direct response in the global market."

Everyone was given directions to a parking lot in Northborough, Mass., shared by a deli, a drugstore and a bowling alley and told to meet there at 6:00 p.m. on the appointed night. After being shepherded into Tom's Gourmet Marketplace, where a cocktail reception awaited, they were randomly divided into six teams and provided with recipes and the ingredients for a multi-course Italian feast. Some ingredients were omitted or substituted to inspire creativity and teams were soon bartering for ingredients that were purposely provided in short supply (thankfully, adult beverages were not subject to restriction). The group was given about an hour to create the various dishes, which ranged from making pasta from scratch to baking a lemon cake and the final masterpieces were judged in two different categories: Presentation and Overall Quality. And then, at long last, everyone sat down to enjoy their creations.

Rich Green *(IDG List Services),* ***Sharon Stearns*** *(IDG Connect),* ***Nick Pepper*** *(IDG Connect),* ***Maryann Doolin*** *(IDG List Services) and* ***Frank Cutitta*** *whipped up pizza and stuffed shells.*

"This was a great evening," said **Frank Cutitta**, general manager of IDG Connect. "An event like this where people can work together in a fun atmosphere to create something — while overcoming challenges along the way — helps build deeper relationships among colleagues. Some came with limited cooking skills, others cook often, and everyone learned to work within each other's comfort level. And finally, the work of each team was amalgamated into a larger banquet that all shared. A great metaphor for IDG in general!" he said.

"The night was a great team-building experience outside of our normal workplace s[illegible]ting," said **Teresina Cardamone**, digital marketing manager for IDG Communications. "Everyone was laughing and enjoying the fun in bartering food or swapping ingredients to produce something that was at the very least edible. However, I am sure that none of my colleagues will be asking me to bring pesto pasta to any future group function."

"Our goal in building randomly selected cooking teams was to allow people to bond and form friendships with their colleagues," said ***Andrew Sambrook,*** *general manager, IDG List Services, pictured above left with* ***Michael Latchford,*** *IDG Global Solutions online sales manager. "When you are tested and put to task with a challenging mission — yes, even cooking)—teams and partnerships are built, and with a bit of luck, good food is served!"*

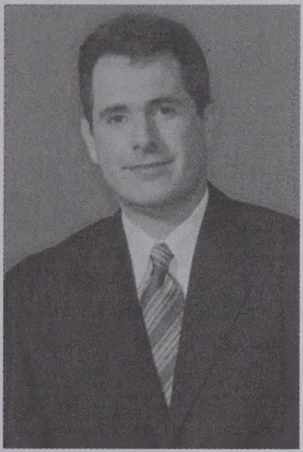
"It was a really good idea to get the different groups to work together outside of our everyday environment," added **Michael Mullaney**, VP, IDG Global Solutions U.S. and Asia Pacific. "It will certainly help us to work better together going forward."

"This really was something special," noted **Andrew Sambrook**, general manager of IDG List Services. "This was [illegible] interactive team building dinner where we made the fo[illegible], configured and set the tables and then shared in the fruits of our labor…with the exception of the pesto pasta." WU

the interview

one on one

Michael Friedenberg
The president & CEO of CXO Media is this week's columnist. Reach him at mfriedenberg@cxo.com.



> *"The [LinkedIn] partnership has been fantastic and speaks volumes to the power of social networking. The partnership with LinkedIn helped extend our reach into the CIO community on various levels."*

Q How does your team drive such high online revenue with relatively few page views?

A CIO.com will end FY08 up 18% in revenue while traffic has been relatively flat in FY08. This is an incredible ratio, and a lot of the credit needs to go to online sales, account services, and the Online Publishing Group (OPG) for making our performance in online a success this year. The brand CIO, in this instance, helps us immensely in that it conveys that our audience has the best demographics for a target that is quite elusive and exclusive. At the same time, having a site called CIO.com creates challenges when trying to grow traffic. This is why we are going to be launching numerous sites in FY09 that will broaden our audience funnel and allow us to further fuel our technology coverage. **Brian Carlson**, our new editor-in-chief of CIO.com, is leading the charge on our new editorial strategy across all of these sites and will continue to broaden the editorial coverage on CIO.com.

Q How have CXO Media's editorial teams evolved to meet the changing demands of print content?

A As [IDG Communications CEO] **Bob Carrigan** has stated, CXO Media and IDG will continue to manage print to profit. I am happy to report that both CIO and CSO print continue to be profitable. Production, sales, editorial, circulation, research, marketing, etc. have all been adjusted to not just survive but thrive in this new media climate. Editorially, CSO is now produced 100% online-first. All content gets produced for CSOonline.com and then the most relevant content serving the CSO audience appears in the magazine. CIO does something similar where all content for the magazine comes from CIO.com, Executive Programs, CIO Executive Council and user-generated content with the one exception being our cover feature. That is specifically produced by our print editorial team. Also, CIO is currently planning a redesign for January 2009 where it will serve two purposes: 1) become even more relevant for the CIO audience and 2) become an easier product to produce given the editorial demands on the team.

Q As the fiscal year rolls to a close, can you give us an overview of CXO Media's most significant accomplishments during the past 12 months?

A CXO Media has a lot to be proud of in 2008. Topline revenue has grown 5% this year making it the third straight year that we have grown revenue. Specific to the business units that make up CXO Media, CIO had a fantastic year, growing revenue 3% and increasing profit by 7%. Even though print pages were down 15%, the other revenue streams of the business (Online, Custom Solutions and Executive Programs) had a fantastic year. FY08 was a year of transition for CSO where we made it truly an online and events product with a print component. Even with print pages dropping 44%, CSO revenue stayed relatively flat given the significant growth in online and events. The relaunch of CSOonline.com couldn't have come at a better time along with the incredible expansion of events. The CIO Executive Council experienced a year of maturation in FY08 where new enrollment grew to more than 500 clients and the launch of Pathways turned into an incredible hit (see below). Overall, CXO Media did a wonderful job of focusing on the needs of the customer, be it advertiser or CIO/CSO, and was incredibly agile in creating programs and solutions that met their needs. We expect to do more of the same in FY09.

Q About a year ago you launched the Pathways program designed to serve the next generation of CIOs and, hence, potential CIO Executive Council members. How's it doing?

A Pathways, the CIO Executive Council's Leadership Development Program, was launched in March of this year and has had great success. Currently we have more than 100 Pathways participants with an average of 15 new participants per month. We also are seeing a great response from large enterprises that are looking for next-generation leadership. Based on the incredible customer feedback, our goal is to grow this to close to 300 clients in FY09. To learn more: www.cioexecutivecouncil.com/pathways.

Q CIO.com was the first IT media brand to partner with LinkedIn to enhance visitors' ability to connect and network with peers. What kinds of feedback are you getting, and how is the program evolving?

A The partnership has been fantastic and speaks volumes to the power of social networking. The partnership with LinkedIn helped extend our reach into the CIO community on various levels: embedding LinkedIn functionality into CIO.com (i.e., the Company Insider, Share and Event application programming interfaces), providing CIO content to senior IT executives on LinkedIn, creating a CIO group on LinkedIn, and cross promotion. I'm very happy to

continued on page 6

DEMO

continued from page 1

At each DEMO Executive Producer Chris Shipley (left, at podium) chooses the firms with the best product presentations. Called DEMOgods, this year's recipients join her onstage at an awards dinner on the final night of DEMOfall 08.

new cycle," Shipley said. The Web's next shift — what she called "the distributed Web" — continues to evolve.

"Some of the emerging technologies being showcased at DEMO look at the distribution, syndication and integration of content," Shipley said. "It's about reaching out from one place and being present in every place. The distributed Web assumes connectivity virtually everywhere. [It will] deliver information in anticipation of interests and needs, reach beyond the elite early adapters to captivate the imaginations and fulfill the desires of people whose lives are focused on the everyday tasks of work and family, of information and entertainment."

The 72 companies presenting their products at DEMO provided a good idea of where Shipley and DEMO organizers think the Internet is heading. The firms fell into the following 12 broad categories: incremental innovation; TV meets the Web; words, pictures and music; mobile; collaborative cooperation; security; social networks; green IT; financial management; activism; Web 2.0 and 3.0; and defining the next Web.

All of the selected companies presented their products and services onstage. Each given six minutes – no PowerPoint presentations are allowed — to show their product and explain its value. All of the products and videos of their firms' presentations, as well as those named DEMOgods by Shipley for the best presentations, can be found at www.demo.com.

DEMOfall organizers at Network World worked closely with technology blogs and bloggers to market DEMO to a new generation of technology innovators. DEMOfall had more than 70 sponsors and strategic partners including IDC, IDG Ventures, Microsoft, NEC, Porter Novelli, PR Newswire and Qualcomm.

This year's program was the largest DEMOfall to date since its introduction in 2005. Part of the reason for this continued growth can be attributed to the efforts taken to embrace social media as a key part of the marketing plan. "For DEMOfall 08, we leveraged several popular social media tools to engage our audience on their terms — in addition to the traditional direct marketing plan deployed for the show.," said DEMO VP/Marketing and Business Development **Mike Garity**.

To disseminate important conference updates, the team deployed a conference blog and Twitter stream. To help connect people in the DEMO community with other like minded professionals, they created a DEMO Facebook fan page and a LinkedIn group.

In addition, all registered attendees of DEMOfall were invited to participate in a private social network powered by EventVue (www.eventvue.com/events/demofall08). The DEMO network let attendees, demonstrators, sponsors and press plan their time at [illegible] show more effectively. Registrants could set up profiles, search for people to meet, schedule meetings and track DEMO news via tools that aggregated audience blogs, Twitter posts, as well as photos and videos from the conference being posted on Flickr and YouTube.

DEMO09 will be held March 1-3 in Palm Desert, Calif. Sister event DEMOChina08 will be held Sept. 25-26 in Beijing. For details go to www.DEMO.com or contact Mike Garity at mgarity@nww.com. WU

Product peeks

Some of the products at DEMOfall 08 in San Diego that created a buzz included the following:

- Maverick Secure Mobile (MSM) helps people recover lost or stolen cell phones – and the data on them — or at least disable missing phones. With MSM, a user can retrieve his or her entire phone book from a stolen or lost phone.
- The Photrade photo-sharing site takes password-protection of photos a step further by letting users encrypt photos so they can't easily be copied, printed or otherwise used without permission,
- MobiShow allows users to send video and PowerPoint presentations from a smart phone to a TV or digital projector, eliminating having to lug a laptop to meetings and conferences.
- MatchMusic Service lets musicians collaborate over the Web. A pianist can upload his or her composition to MixMatch and then hunt for compatible parts from bass players or guitarists, searching by tempo, key and genre.

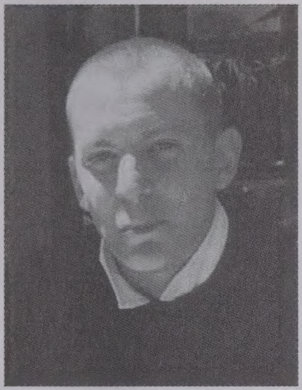
DEMOfall 08 competitor chided during debate

DEMOfall 08 included a debate between The Wall Street Journal's "D: All Things Digital" conference organizers Walt Mossberg and Kara Swisher on the futures of Google, Facebook, the iPhone and the digital age.

After the debate, an audience member asked why Mossberg and Swisher attended DEMOfall instead of TechCrunch 50 — a similar new-product event that was being held simultaneously in San Francisco, which does not charge companies a fee to present their products as DEMO does — and what they thought about the competition between the events.

Mossberg said DEMO is a show he never imagined not attending, while Swisher said it was unfortunate that companies and their technologies had to compete for attention th[illegible] week. Asked what she thought of controversial TechCrunch founder Michael Arrington, she said, "Being lectured on journalism ethics by Michael Arrington is like getting parenting advice from Britney Spears."

Macworld site in France launches; proves mettle with Apple event



*Editor-in-chief **Tanguy Andrillon** and the rest of the Macworld.fr team will be promoting the site to advertisers at this month's Apple Expo in Paris.*

After a hiatus of four years, when a previous IDG affiliate ceased publication, Macworld is back in France. ComparHaut, IDG's licensing partner for GamePro.fr and PCWorld.fr, launched www.macworld.fr on Sept 2.

Editor-in-chief **Tanguy Andrillon** and a staff of three journalists are taking aim at market leader MacGeneration.com, which claims one million unique visitors a month. Andrillon's goal is 250,000 unique visitors per month by year end.

On Sept. 9, when Apple held its "Let's Rock" event in San Francisco to announce the new iPod nano and the release of iTunes8, among other news, Macworld.fr was the only Mac-related site in France to cover the event live on its own site (other sites required users to link off their sites for coverage). More than 10,000 unique visitors came to the site during that event.

The site, which is modeled after Macworld.com in the U.S., includes a forum for users to discuss a variety of topics and a social networking section in which visitors can share photos, experiences, benchmarks and other elements of mutual interest. Some aspects of this section may revolve around particular products, such as an iPhone users network. In the coming months, readers will be able to write their own reviews and opt into a revenue-sharing arrangement through Google's AdSense program. When the reader writes a review, he will be able to insert his own AdSense tags. ComparHaut maintains control of the banner and square-size ads, and the remaining skyscraper ad space is for the ad served to the user from Google.

By late December, readers will be able to submit their own tips (and include GoogleAds if they wish) and compete for cash awards. Visitors will be able to vote on which they think are the best tips (similar to Digg voting) and the most popular will appear on the home page. Popular tips could earn the submitter anywhere from 1 Euro (US$1.41) to 1,000 Euros ($1,417), depending on how many page impressions the tip generates.

Macworld.fr includes the results of some in-house product testing as well as links to the test sections of a variety of other sites, including some competitors, as long as those sites link back to Macworld.fr.

Write to tanguy@comparhaut.com.

CXO mentor program

continued from page 1

First, the one-to-one partnership will help support individual professional development by allowing the mentee to draw upon the experience and expertise of the mentor, and second, it will promote CXO Media's development as an organization. Because most of the pairings are across departments "this program provides a real opportunity to cross-pollinate our best practices and market insights," she said.

And though the program is just a few months old, participants are already making progress toward those goals. CIO Publisher Emeritus **Gary Beach**, who noted that mentors have helped to shape every part of his career, calls mentoring a two-way street. "As a mentor I am constantly learning new ways of doing things here at CIO," he said. Beach, who is paired with CIO Executive Council Development Manager **Michael Herrera**, said that already after just their first few meetings, the pair has unearthed several new ideas about how to drive the topline.

Dennison, who is paired with **Vanessa Boris**, a producer in the Online Publishing Group, echoes that thought. "I've learned a lot about Vanessa's role and responsibilities and how her group operates, and together we came up with a couple of ideas for products within our custom group."

Joe Nguyen, senior online producer, OPG, who is paired with **Martha Connors**, VP, general manager of OPG, noted that his long-term career goal is to become a manager/owner of a company or team and said he joined the program because "I want to learn all that I can about being a manager of a large team and learn from my mentor about managing people and understanding all the different moving parts that go into running a company or team."

Another participant said that he thought the program could help CXO keep talented employees. "One of my reasons for staying with a company," he said, "is because I feel I can continue learning on the job. This program gives employees a great opportunity to gain knowledge about subjects they might not normally experience on their own until years later."

CXO Media kicked off its program at two duplicate 90-minute orientation sessions back in July during which Chisholm and Senior HR Representative **Pauline Boyle** outlined the program's guidelines and goals. Participants make a one-year commitment to the program and agree to meet at least once a month for an hour, either face-to-face or on the phone. CXO Media's HR team checks in regularly with all participants to answer any questions that may come up and ensure that they are getting the most out of the program. "By all accounts thus far," Chisholm said, "the mentors and mentees are equally enjoying the program and appreciating the opportunity to share their insights with each other."

Contact Patty Chisholm at pchisholm@cxo.com.

Role of the mentor

- Share past experiences and provide a broader frame of reference.
- Provide coaching and role modeling.
- Advise on development, appropriate skills training and resources.
- Provide advice and assist with problem solving.
- Act as a sounding board for mentee – testing ideas, providing input and a fresh perspective.
- Share best practices across departments.

Role of the mentee

- Identify and share your areas for growth and development.
- Accept responsibility for guiding the mentor conversation to meet your needs.
- Bring real-time issues to the conversation so you can be coached.
- Seek and be open to feedback
- Take on new responsibilities and challenges.
- Share best practices across departments.

noteworthy people

New employees

Robert Murtagh joins **IDC San Mateo** as a research analyst with the Worldwide PC Tracker group; he was previously a senior associate with KPMG LLP. He holds an M.A. in management information systems from Brigham Young University in Provo, Utah, and recently earned his Certified Information Systems Auditor certification. Away from the office he enjoys scuba diving and travel. *rmurtagh@idc.com*

JOE MOLA

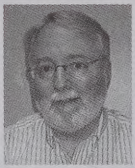
Smith

Kellie Smith joins the **Online Publishing Group** as business coordinator. She previously worked for the MIT Sloan School of Management's Office of External Relations, Alumni Relations as an administrative assistant with a focus on major events such as the annual reunion and mentor program. She holds a B.S. in sociology from Boston's Northeastern University and enjoys skiing and cooking. *ksmith@idgcommunications.com*

IDG Tech Network has hired **Alex Dardac** as an account director; he was previously sales director with Ziff-Davis. A graduate of Babson College in Wellesley, Mass., he holds a B.S. in business management with a minor in entrepreneurship. In his free time he enjoys world travel, sports and playing dodgeball. *alex_dardac@idgtechnet.com*

Hue Vern Harn joins **IDC Malaysia** as an associate market analyst, supporting consulting projects and primary research for the Australia and New Zealand markets. He was previously with Research International where he focused on both the supply- and demand-side research in the telecommunications arena. A graduate of the University of Technology in Sydney, he has a B.A. in business with a concentration in marketing and international business. He is an avid fan of football, rugby, French and Spanish. *vhue@idc.com*

Returning employees



Fox

Steve Fox returns to IDG on Oct. 6 as VP and editorial director of **PC World**. He was managing editor, senior editor and executive editor at the San Francisco-based publication from 1990 to 1996 and editor-in-chief of InfoWorld from 2003 to 2007. He has also worked as editorial director at CNET.com and for the past year has been editor-in-chief of Affinity Labs, responsible for editorial strategy and user engagement for a portfolio of online social networks. "Steve has just the right skill set for PC World as we grow rapidly to become the online resource for professional and consumer technology buyers," said **Mike Kisseberth**, president and CEO of PC World Communications. "He's a talented journalist and editorial executive for both print and online, and Steve immersed himself in social networking for professionals at Affinity Labs. His community-building expertise will be a valuable addition to our team." "I am excited to be returning to PC World at an important time in its 25-year history," Fox said. "I look forward to helping PC World accelerate how it responds to the dramatic changes in media and how people consume information and interact online." *steve_fox@pcworld.com*

One on one

continued from page 3

report that the partnership is working quite well. Our CIO Forum is now over 5,500 members with over 300 requests per day to join, the widgets and APIs are being actively used by the user base, and the PR from the announcement for both parties has been exceptional. Applications for membership are reviewed by a group within CIO. On average we accept approximately 20% of the applications since many consultants, line-of-business executives at IT companies and competitors see the value of belonging to an organization such as the CIO Forum and apply for membership.

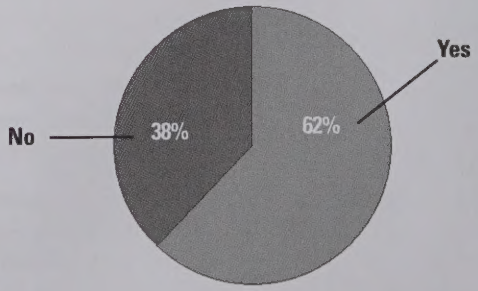
Q **Can you talk a bit about your recent experience with automating newsletter production based on taxonomy? Does this process remove the need for editors to be involved?**

A CIO.com is rolling out automated newsletter functionality to achieve three goals. First, it will take away the need for manual creation of newsletters and save hours of time in the daily editorial process. Second, editors will still be able to edit the primary newsletters after it has been created using this new automated process. This way the editors can use their expertise enhancing newsletters and featuring different content as desired, rather than the manual production of putting the newsletters together. Last but not least, having a process by which newsletters pull content automatically by topic will allow for the quick launch of niche newsletters. We can expand the portfolio of newsletters dramatically.

Employees are encouraged to send suggestions for columnists they would like to see on this page. All questions will be passed along anonymously. Write to world_update@idg.com.

Question of the Week results for Sept. 8

Do you use instant messaging to communicate with colleagues?



Log on to www.idgcentral.com to vote on this week's question:
Thumbs up or thumbs down on Microsoft's latest TV ad?

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

24
Cheryl Crivello *Network World*

23
Mary Gibbons *IDC*

21
Paul Arabasz *IDC*

19
Tina Ölschlaeger *IDG Germany*
Asle Reium *IDG Norway*

18
Colleen Beattie *IDG Australia*
Lennart Ekner *IDG Sweden*

15
Carol Johnstone *PC World*

13
Jos Schong *IDG Netherlands*
Frank Hayes *Computerworld*

12
Dan Orum *GamePro Media*

11
Nancy Weil *IDG News Service*

10
Stephen Clifford *IDC*
Lloyd Kosh *IDC*
Jenny Maurin *IDG Sweden*

9
Ben Gerholt *IDG Australia*
Thomas Mainelli *IDC*
Wesley Dotts *IDC*
Brian Burke *IDC*
Pauline Boyle *CXO Media*
Frank Maier *IDG Germany*
Chris Sullivan *IDC Canada*

8
Gary Nagle *IDC*
Marianne Hedin *IDC*
Franco Forte *Nuov@Periodici Italia*
Ray Hoskins *IDC U.K.*
Wayne Humphrey *IDG*
Charlotte Kjerrman *IDG Sweden*
Lawrence Surtees *IDC Canada*

7
Matt Rodgers *IDG Australia*
Patrick Enell *IDG Sweden*

5
Elizabeth Cutler *IDC*
John Flint Pulskamp *IDC*
Rasmus Andsbjerg *IDC*
Jill Terry *InfoWorld*

4
Pascal Hakim *IDG Australia*
Jessica Ross *IDG Australia*
Luiz Roschel *Now!Digital Business*
Daniel Frakes *Mac Publishing*

3
Lottie Öwre-Söderberg *IDG Sweden*
Bjørn Stockman *IDG Norway*

2
Kelly Cho *IDG Korea*
Janice Tong *IDG Australia*
Caroline Bucknell *IDG Australia*
William Davis *IDC*
Egle Ribaldo *Now!Digital Business*
Henrietta Cole *IDC U.K.*
Ed Cordin *IDC U.K.*
René Schoemaker *IDG Netherlands*
Lisa Röjvall *IDG Sweden*
Gabriel Aksan *IDG Sweden*

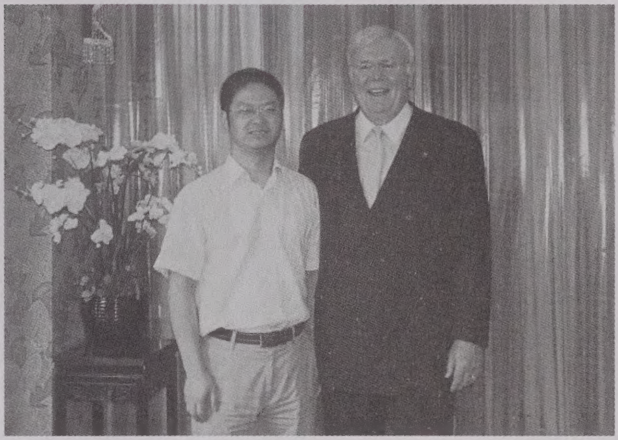
1
Matthew Sainsbury *IDG Australia*
Monica Campi *Now!Digital Business*
Bjørn Lund *IDG Norway*
Mats Lillesund *IDG Norway*
Jolene Westerling *PC World*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

IDG Calendar Contest ends Sept. 19

Catch the extended deadline and submit your photos for the 25th annual IDG Photo Calendar Contest by Sept. 19. Go to www.idgcentral.com for the link to complete details. The top three winners will receive $300, $200 and $150. Between Sept. 23 and Oct. 3, employees can vote online to determine the top 12 winning photos. Be sure to get your IDG Central password if you don't have one; just go to www.idgcentral.com to request one.

celebrating 10!



China Computerworld's ***Chen Hu*** *was the guest of IDG Chairman* ***Pat McGovern*** *at a dinner in Beijing honoring his decade of service.*

Name
Chen Hu

Joined IDG
March 16, 1998

Career path since joining IDG
March 1998-July 2002, reporter/editor, news section, *China Computerworld (CCW)*. August 2002-present, Assistant to Director and Deputy Director, Customer Service Department, *CCW*

What's kept you at IDG for 10 years?
I can continually improve myself in an outstanding media company.

Best way someone could compliment you on your work?
I once received an e-mail from the PR manager of Microsoft saying, "I am grateful for what you've done for Microsoft. I believe the cooperation between Microsoft and CCW will be strengthened by your efforts and coordination."

Of what accomplishment at work are you most proud?
I was elected as the Employee of the Year of our group for two successive years.

Favorite vacation spot
Hawaii

Interests outside the office
Badminton, table tennis, soccer, Chinese *go* and traveling.

Family
My wife Ren Xiaoyun and my two-year-old daughter Chen Liuwen.

What did you want to become when you were a child?
A scientist.

Pets?
A leopard cat named Pudding.

Your idea of a perfect day alone?
Lying on the beach under the sun and enjoying the sea breeze.

Retirement dreams?
Living in a medium- or small-sized seaside city.

Manager's profile
"Chen Hu is hard working, loyal and earnest. Two of the customers he is in charge of, Microsoft and Intel, were among the top 10 largest clients of our newspaper last year."
—*Jin Jianzhong, assistant president of China Computerworld Publishing and Servicing Company, and Publisher of China Computerworld*

celebrating 20!

Employees who celebrate two decades of service to IDG are recognized with a very special gift from the Chairman's office: a 20th anniversary trip to the destination of their choice. Recently CXO Media's Rick Pastore took a dream trip to Italy.

Rick Pastore, Managing director, Content & Events, CIO Executive Council, CXO Media

Where he traveled: Italy — Rome, Sorrento, Amalfi, Venice, Dolomite mountains

Why he chose it: Because everyone kept telling my wife and I that it's the best place they've ever been, and we could not afford to go without the IDG anniversary stipend (thank you, Mr. McGovern!)

Rick stands near the Temple of Saturn. The eight-column ruin is the oldest in the Roman Forum, built in 501 B.C.

The Italian Alps (Dolomites) are about a two-hour drive northwest of Venice. This photo was taken near the 1956 Winter Olympic Village of Cortina.

Highlights: Everything you hear about Italy is really as great as people say, so there's no need to go into that. What you don't hear about is the public water supply in Rome: 300-year-old public fountains sculpted by masters like Bernini. You can walk up to any of these works of art and fill your bottles from the cherubs and tritons spouting clean cool water. They should have water-drinking bus tours combing the city.

South of Naples on the bay, we visited the town from which my great grandparents emigrated, Castellammare di Stabia. We took a train and a cab and another train to a famous volcanic springs spa there, thinking it would be a resort-like haven of self-indulgence (as it was portrayed on its Web site). It turned out to be an institutional rehab hospital, with old folks wandering around in bathrobes. No mud, no eye cucumbers, no fancy herbal drinks. We couldn't find anyone who spoke English, so we gave up and schlepped back to Sorrento.

Of all the places we stayed, the cliffside town of Amalfi was the most enjoyable, with the friendliest people, best restaurants and homiest atmosphere. Every night residents brought their squealing kids to the waterfront park to let them play (well past 10:00 p.m.!). The streets are lined with boxes of multicolored Lantana flowers. The cathedral, which boasts the tomb of Apostle Andrew, was beautiful but small enough to feel like a town church.

Our first morning in Venice, I came across an injured duckling stranded in the middle of pedestrian lane with people stepping over it on their rush to work. I picked it up and carried it for about 20 minutes, feeling it's heart beating fast in my hands, looking for a canal that wasn't full of motorboats. I finally found one and put it on a half-submerged stone step. It seemed like it wanted to stay with me. Later I looked there and it was gone; swam off, I hope.

Marionette puppets are a big deal in Venice, so I decided to get one. Pinocchio puppets abounded, but they didn't do it for me. They weren't the cute little blockhead from the Disney film. They looked kind of deranged, actually. I could picture the thing coming to life and stabbing me with a splinter while I slept. So I opted for two carnival-style puppets representing the 17th century doctor and boatman who dealt with the unfortunate victims of the plague. Not scary at all. WU

Ruins of Pompeii surrounded by a tropical landscape.

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Gary Beach *CXO Media*
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Mike Garity *Network World*
Lynn Holmlund *CXO Media*
Olivier Moulin *ComparHaut*
Karen Ren *IDG China*
Sue Yanovitch *CXO Media*

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 Web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG also publishes more than 300 magazines and newspapers in 85 countries. IDG's media brands include CIO, CSO, Computerworld, GamePro, InfoWorld/TechWorld/TecChannel, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, E for All, Storage Networking World and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events. More details at http://www.idg.com.

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WWW.IDGCENTRAL.COM

IDG Photo Calendar Contest online voting begins Wednesday

See page 2 for details.

IDG Spain launches mobile video service

Free service lets users access video content across various IDG Web sites

IDG Spain is launching a mobile video service that allows readers easy and fast access to the latest video content from IDG's various publications through their mobile phones at no extra cost (users pay only for the data connection to download the application and the videos).

To launch this service, users send a free SMS message to receive the link to download the application adapted to their mobile phone model. They then can execute the application to access the latest video content — including interviews, product presentations, trade show coverage and the IDG TV Weekly News broadcast — from their favorite IDG Spain Web sites. To make it easier for users to locate what they are looking for, the content is organized in different channels that can be adapted to each publication profile.

IDG Spain's mobile video service is currently compatible with 50 popular mobile phone models. It will shortly be available for the iPhone and Blackberry devices as well.

Currently there are four mobile video applications: GameproTV, Computerworld, Dealer World and PC

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PC World weighting system keeps relevant content on top

PCWorld.com has instituted a method to deliver the most relevant and timely content to its readers, while also saving time and effort for its editors. Recently, the online staff implemented a weighting system for all articles — from their own writers, the IDG News Service or any other sources — that ensures that stories with the highest significance to PCW readers appear at the top of its index pages and stories with little or no value to readers will not appear at all.

"Weighting is basically a numerical version of an article's importance over time," said PCW and Macworld Senior Web Producer **Curt Poff**. Based on a weighting system Macworld created last December, two factors currently go into an article's weight — editorial judgment and "recency."

IDG WORLD UPDATE

*PCW and MW Senior Web Producer **Curt Poff** says the new weighting system helps keep the pages fresh with a minimal amount of effort from the editors.*

When an article is posted, it is assigned a level of importance from 1 through 5, with 1 the lowest and 5 the highest. "The higher initial level of importance, the higher the article starts out in the page-weight queue." An article's importance can be changed at any time. "If search-engine traffic starts building, and we want to give the story a little organic boost, an editor can bump the importance one or two notches and push it up across the site," he said.

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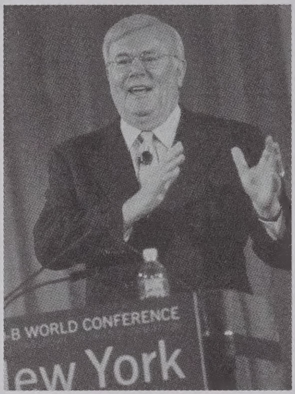
Conference planners present IDG buying power to hotels *page 4*
Celebrating 10! CEOCIO China's Wang Yan *page 7*
Celebrating 10! IDG Spain's Alejandro Garcia *page 8*

in brief newsworthy

IDG speakers address American Business Media/FIPP conference


McGovern

IDG was well-represented at the International Federation of the Periodical Press (FIPP) B2B world conference in New York City on Sept. 7-9, where the overarching theme was "Get close to your customers."

IDG Chairman **Pat McGovern** closed the event by noting that advancing technology has helped publishers interact with their audiences more effectively and that the publishers' mission should be to make their audiences successful. He added that a focus on the reader will drive all their future communications and investments and that by making their audiences more influential publishers will benefit from their success.

Speaking on licensing and partnerships earlier the same day, **David Hill**, president and CEO of IDG International Publishing Services, noted that there are always risks when considering licensing a title overseas and advised close monitoring of editorial content. He recommended that publishers get on a plane to see people and find out what they do to discover if they will fit with the company culture. He said that this cannot be achieved through a telephone or e-mail relationship.

Ray Anderson, CTO of IDG Communication's Online Publishing Group, participated in a panel discussion on "IT and the New C-Suite."

The FIPP conference championed magazines as the US$250-billion backbone of B2B business. More than 250 business leaders attended the two-day event.

For more information go to www.fipp.com.

*Online Publishing Group CTO **Ray Anderson** (right) spoke on a panel with Chronosphere CEO Bhupesh Trivedi that was moderated by AsiaFN Editor Rebecca Fannin.*

IDG employees can receive IDG World Update as a PDF file — with full-color photos — via e-mail. To request this service, write to world_update@idg.com. Current and archived PDFs are also available for download in the World Update section of IDG Central (www.idgcentral.com).

Check out IDG's Training Blog to learn more about upcoming classes

*Director, Training and Development **Laurie Butson** writes the Training Blog on IDG Central. Below is an excerpt from her latest post.*

Butson

It's so hard to believe that it's already September. I know for most, September brings "back to school" feelings to the surface — whether you have kids who are returning to school, you have started some type of schooling yourself or it may just bring you back to your days of school. With that in mind, I want to point you in the direction of IDG Training's fall semester of courses. It's planned and posted on the IDG Employee Connection Web site (this site is only available to U.S. employees). Check it out to see what we've got planned. Classes are filling quickly, and we'd love to see you this fall in classes in Framingham and/or San Francisco.

We also have five webinars scheduled. The topics include Understanding Generations in the Workplace, SEO Strategies, Email Etiquette and Managing Remote Employees. Our hope is to be able to reach even more employees (remote employees, people who are too busy to make it out to a class, international audiences, etc.). We're also conside[illegible] opportunities for webinars specifically for international audiences. If there's anyone outside of the U.S. who is interested in webinars, I'd love to hear from you and hear more about what topics you are interested in.

To read more, check out the IDG Training Blog on IDG Central. Other employee blogs address online product development, audience development and mobile computing. To request a login, use the link at www.idgcentral.com.

Don't miss your chance to help pick the 12 winning photos for the 2009 calendar

Beginning this Wednesday, Sept. 24 and running through next Friday, Oct. 3, employees are invited to visit IDG Central and vote for the 12 photos they'd like to see in next year's Employee Photo Calendar.

The staff at IDG International Publishing Services has narrowed the hundreds of entries received in this year's competition down to 40. These photos will be available beginning Wednesday for your viewing and voting pleasure.

If you do not yet have a login for IDG Central, request one today using the link you will find at www.idgcentral.com.

Don't get left out of the fun; help select next year's winners now!

IDG

Current Jobs, Week of September 22, 2008

BU	Category	Title	Location	Contact	Email	Phone
Computerworld						
	Marketing	Marketing Specialist	Framingham MA	M. Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Marketing	Marketing Research Analyst	Framingham MA	M. Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Online Sales	Account Services Specialist	Framingham MA	M. Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Sales	Sr. Director of Integrated Sales - Western Region	San Francisco CA	M. Scanlon	mary_scanlon@computerworld.com	508-628-4903
Connell Communications						
	Sales	Online Sales Manager	Chicago IL	Sara Scogland	sara_scogland_idg.com	508-935-4161
CXO Media						
	OPG	Online Managing Producer	Framingham MA	P.Boyle	pboyle@cxo.com	508.935.4192
	OPG	Front End Developer / Web Producer	Framingham MA	P.Boyle	pboyle@cxo.com	508.935.4192
	Finance	Accounting Specialist	Framingham MA	P.Boyle	pboyle@cxo.com	508.935.4192
	EP/Online Sales	Strategic Marketing Specialist / Copywriter	Framingham MA	P.Boyle	pboyle@cxo.com	508.935.4192
	EP	Senior Marketing Specialist	Framingham MA	P.Boyle	pboyle@cxo.com	508.935.4192
	CIO Executive Council	Sales Development Manager(s)	Chicago & Houston	P.Boyle	pboyle@cxo.com	508.935.4192
	Online Edit	Senior Online Writer	Framingham MA	P.Chisholm	pchisholm@cxo.com	508.935.4734
	Online Edit	Online Writer	Framingham MA	P.Chisholm	pchisholm@cxo.com	508.935.4734
	Online Edit	Online Managing Editor	Framingham MA	P.Chisholm	pchisholm@cxo.com	508.935.4734
	Sales	Regional Sales Manager	San Francisco CA	P.Boyle	pboyle@cxo.com	508.935.4192
Energy Insights						
	Research	Sr. Research Analyst, Energy Insights	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
Financial Insights						
	Research	Research Director, Financial Services Security Practice	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
Government Insights						
	Consulting	Consulting Director	Framingham MA or Falls Church \	Leah Barton	lbarton@idc.com	508-935-4336
	Research	Research Director, Strategic IT Sourcing Program	Falls Church VA	Susan Brown	sbrown@idc.com	508-935-4099
	Sales	Sr. Account Executive, Government Insights	Falls Church VA	Leah Barton	lbarton@idc.com	508-935-4336
	Sales	Sr. Account Executive	Falls Church VA	Leah Barton	lbarton@idc.com	508-935-4336
IDC						
	Administrative	Part Time Receptionist	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Consulting	Consulting Director, Hardware/Datacenters	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Marketing	Engagement Manager	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Analyst, Sales Advisory Practice	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Manager, Disk Storage Systems	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Director, Investment Research-Technology/Media/Telecom	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Project Manager	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Program Manager, Vertical Group	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Director, System Management Software	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
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	Research	Research Manager, Semiconductor Forecaster	San Mateo, CA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Analyst, Vertical Group	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Analyst, Vertical Group	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Product, Project and Portfolio Management Software	Framingham MA or San Mateo CA	Susan Brown	sbrown@idc.com	508-935-4099
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	Sales	Sales Manager, US Events	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
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	Marketing	Marketing Intern	San Francisco CA		jobs@gamepro.com	
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	Online Sales	Account Services Specialist	Framingham MA	M. Scanlon	mary_scanlon@computerworld.com	508-628-4903
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Manufacturing Insights						
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PC World/Macworld						
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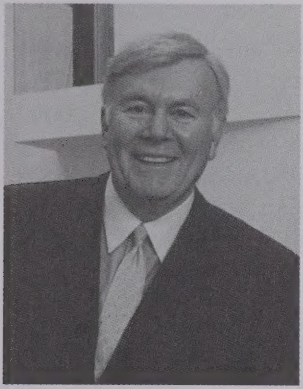
Go to http://careers.idg.com to view all current job opportunities at IDG

one on one

the interview

Pat McGovern
The chairman of IDG is this week's columnist. Reach him at patmcgovern@idg.com.



> *"I believe the GNP growth of the world economy in 2009 will be approximately 5.5%. However, there will be dramatic differences in the rates of growth between the developed countries and the developing countries. Developed countries will have an average GNP growth of about 2.5%, but developing countries will have an average GNP growth of 7.5%."*

Q How do IDG's operating profits in the first nine months of FY08 compare to a year ago?

A IDG had an operating profit increase of 46% in the first nine months of FY08 compared to the same period last year. Congratulations to IDC Insights, CXO Media, IDG Connect, IDG List Services, IDG Czech Republic, IDG Norway, IDG Sweden, IDG U.K. and IDG Vietnam, each of which had an operating profit increase of more than 46% in the first nine months of FY08.

Q We are hearing about softness in some country markets around the world. What is your view of the prospects for growth in the global economy in 2009?

A I believe the GNP growth of the world economy in 2009 will be approximately 5.5%. However, there will be dramatic differences in the rates of growth between the developed countries and the developing countries. Developed countries will have an average GNP growth of about 2.5%, but developing countries will have an average GNP growth of 7.5%. This is a continuation of current trends. For example, China and India alone accounted for 41% of the worldwide GNP growth last year, and when you add in the other developing countries, they account for 58%. If you include Eastern Europe in this group, the total comes to 69%!

The U.S. only accounted for 12% of the world GNP growth last year, and Japan, the second largest economy, only accounted for 3%.

Fortunately, IDG offers information services in 94 countries, including all of the significant developing countries. So we are well-positioned to benefit from the rapid GNP growth in these markets.

Q I have heard you are going to establish two additional McGovern Institute for Brain Research facilities elsewhere in the world. Have you picked locations yet?

A My wife and I would like to establish two additional McGovern Institutes for Brain Research, one in Asia and one in Europe. In Asia, it is likely that the location will be in China. We are currently negotiating with a number of leading technical universities in China and with the Chinese Academy of Sciences to finalize the location and the partner institution involved. We hope to establish the McGovern Institute for Brain Research in Asia by 2010 and have the new building completed and ready for operation by 2013.

We have not yet chosen the country in Europe where the McGovern Institute will be located. But we hope to have made that decision by 2012 and have a McGovern Institute building opening there by 2015.

Q To what extent do the results of IDG Ventures factor into IDG's bottom line? Will there be any IDG Ventures funds established in new countries in FY09?

A The capital gains made by IDG's investments in IDG Ventures funds are added to IDG's balance sheet, which is a key factor in determining IDG's enterprise value. For example, IDG's enterprise value has increased by over 30% a year in each of the last two fiscal years, and about two-thirds of this increase comes from increased operating profits and one-third comes from the capital gains achieved by the IDG Ventures funds.

We are planning to establish additional IDG Ventures funds. We are currently evaluating setting one up to serve Eastern Europe. We are also evaluating setting up IDG Ventures funds in Brazil and in Russia.

Q What was the key theme you talked about during your keynote presentation at the American Business Media (ABM) conference this month in New York?

A I mentioned that when I first went to an ABM Meeting back in 1963, I asked the ABM chairman what the key to success was in business media. He said it was "helping to make your readers successful!" I thought that sounded strange because I expected him to say, "help make your advertiser successful." But as I thought about it, I realized he was right! If we help to make the people who use our information services successful, they will increase their job responsibility, buying power, and influence. Advertisers will want to invest more money to reach these very influential people, and they will recognize that IDG is a very trusted and useful source of their technology and career-support information. It is a principle that has served IDG well over the past 45 years, namely put the interests of our information users first!

Q When I talk with people in other publishing companies, it seems that IDG is far ahead of them in the transition to the Web. Is that your sense as well?

A Yes. Two years ago, IDG decided to be a "Web-

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IDG U.S. event planners explore collective bargaining power

IDC, CXO Media, IDG World Expo, NWW and CW connect with hotel reps

When it comes to booking hotel and conference room space, there's power in numbers. IDG's impact as a significant hotel customer was on display earlier this month, as event planners from five U.S. business units invited representatives of major hotel chains to Framingham, Mass., to explore potential business opportunities.

SUE YANOVITCH

CXO Media's event planning team stands to benefit from the collaborative meeting with hotel representatives. (L-R): ***Christina Tashjian****, associate meeting planner;* ***Deb Begreen****, director, event operations;* ***Sarah Reagan****, event planner;* ***Laura Biringer****, event planner/client specialist.*

Organized by IDC Director of Operations and Custom Events **Joan Jolley**, colleagues from CXO Media, IDG World Expo, Network World, Computerworld and IDC sent out invitations to their hotel contacts inviting them to come for a half-day meeting with other IDG representatives. At the meeting, each IDG representative outlined a typical year's worth of their event activities. Collectively, the IDG group produces more than 150 meetings annually in the U.S., with room blocks as high as 50,000 with a large number of events requiring between 500 to 1,200 rooms and many small events needing 25 to 45 rooms.

"This drove home to the hotels that we have buying power, and they were very impressed with the number of meetings we, as a group, book each year," Jolley said. "In this economy, especially, it is important to continually support the impression to our vendors that IDG business is important to cultivate."

"Most of these invitees had no idea we are all part of the same company. "

— Deb Begreen, CXO Media Director of Event Operations

Close to 20 hotel contacts were invited to the meeting and five attended, flying in at their own expense. Hotels represented included the national reps from the Hilton and Hyatt, and in New York City, the Millenium Broadway Hotel and Downtown Marriott and the San Jose (Calif.) Convention Center.

With travel costs rising and companies' budgets being pinched from many directions, Jolley noted, travel in the business world is changing. Generally speaking there are fewer resort-based events and more regional ones that are of shorter duration and held in tier-one cities, which means fewer people may be staying overnight since many live in the area.

As a result, for IDG events that fit into the latter category, the "space-to -ooms" ratio is often a challenge. An event that needs a large space to accommodate the conference or expo portion may not necessarily need many sleeping rooms. A good balance of event space and sleeping rooms is what hotels prefer, since they make most of their profit from sleeping room sales.

The hotels the IDG group invited to Framingham were the ones that have helped the business units in the past despite the space-to-rooms challenge, and the aim was to increase overall IDG business with these hotels. It worked.

"Most of these invitees had no idea we are all part of the same company," said CXO Media Director of Event Operations **Deb Begreen**. "My Hilton rep is going to recommend that her company reassign all IDG/IDC clients under one rep, so they can really see the collective value we bring."

At the end of the session, every hotel and IDG representative walked out with potential alliances. As examples, Begreen and Computerworld Director of Event Management **Michael Meleedy** are both requesting bids from the Millenium Broadway Hotel in New York City, where Jolley has held a number of events. Meleedy recently went on a site visit in New York with the Hyatt representative, and Jolley attended that meeting while she was in town, as well.

"Each business unit brings something unique and brings leverage with suppliers and hotels," Meleedy said. "When we come to these chains collectively, we represent buying power, and they treat us more seriously, because it could mean good things for connecting with other business units later."

Just the e-mail effort itself was effective outreach, Jolley said. The hotel representatives who couldn't come were impressed with the effort to hold the meeting, she said, and hope to meet with the group another time.

Over the past year or two, the IDG and IDC meetin planners have met periodically to share ideas and contacts and explore ways to save money through collaborative buying efforts.

Write to jjolley@idc.com.

DGNS content feed available

In April, PC World.com became the first IDG business unit to begin automatically posting all IDG News Service news content onto its site.

The IDG News Service (www.idgns.com) makes its news stories available to business units and licensees through an RSS feed in IDGML format. Business units can pull from the feed the content it wishes to post on its sites. IDGML is a type of XML, said IDGNS Editor-in-chief **Elizabeth Heichler**. "It makes it easy to map story elements such as headline, author's name, story body, keywords and other metadata to the appropriate fields in a publication's content management system."

eichler said the feed makes it "much, much easier" for sites to use IDGNS content and saves editors having to manually cut and paste stories from the IDGNS site.

Any business unit interested in setting up an IDG News Service RSS account should write to elizabeth_heichler@idg.com.

PC World

continued from page 1

"Recency" refers to how recently the story was posted. "An article's page weight is highest at the moment it's published," Poff said. "The weight can only go down from there. All articles degrade at the same rate, some just start with a higher score."

According to Poff, an article published with an average importance of 3 would start with a page weight of 216 (3x72) and drop one point every hour. The multiplier is 72 because each article drops one level of importance every three days (or 72 hours) after it's published. One hour after publication it would be 215, and so forth.

> *"With this weighting system in place, it's automated. We make a judgment about each article's importance at the time it's published, and we don't have to keep re-making that same decision over and over on the index pages."*
>
> *— Curt Poff, senior web producer, PCW, MW*

"Seventy-two was chosen because the way the math works," Poff said. "It's three days because we originally had it at 24 or one day. But that didn't factor in weekends. When we came in on Monday, all the article rankings were at an equally low level, and whatever article we published first would come across as the top story on several index pages. The larger the initial multiplier, the more wiggle room we have."

This system allows PC World to automatically program section index pages site-wide, instead of having an editor manually select each section's top stories on a regular basis. (High-value index pages such as news, reviews and the home page continue to be manually programmed.) The weighting system is only in place on inside index pages, Poff said.

"We don't have to have an editor refresh every topic page regularly," Poff said. "With this weighting system in place, it's automated. This keeps our inside index pages fresh with a minimal amount of effort. We make a judgment about each article's importance at the time it's published, and we don't have to keep re-making that same decision over and over on the index pages. We simply tell the index page to sort articles by page weight from highest to lowest."

Every index page where this weighting system is in place has a unique context, Poff continued, depending on how much news cycles through a given topic or product. "A high-volume section such as the iPhone topic page has articles with high weighting numbers in the lead positions," Poff said. "An article would pretty much have to be published with an elevated importance level in order to crack the top three, and it would probably get knocked out quicker."

This doesn't hold true with articles in the Scanners topic center, he said. "Not many articles go here over the course of an average day. So an article published with an average importance would almost certainly get into the feature slot and would likely stay there longer."

Poff said PC World is working on a modified weighting equation that factors in article popularity using the number of thumbs up or down from readers.

For more information on the weighting system contact Curt Poff at cpoff@macworld.com.

IDG Spain's mobile video

continued from page 1

World Professional. Macworld, Network World, CIO Spain and PC World Digital will follow shortly.

This service, offered through a partnership agreement with mobile services provider Berggi, represents a new way to deliver IT content to the users, said **Manuel Pastor**, general manager of IDG Spain, who noted that IDG is the only IT publishing company that offers this service in Spain. The content is selected by IDG editors and formatted for viewing on a mobile phone in high resolution. Users can download the videos to their phones or view them in streaming format, depending on the phone's model and features.

Currently the service is compatible with more than 50 of the most popular models, and Berggi is working to adapt the application to new platforms like Blackberry devices and iPhones.

IDG clients can purchase banner or lead generation advertising on the mobile phone service, knowing that they are getting to the user directly on the screens of their mobile phones. "This service opens not only a new channel to deliver IT information to our readers, but also a new advertisement opportunity for our clients," Pastor said. "Samsung is the first client to purchase advertising in this new channel, and we are sure that many more clients will join them soon."

To access this service visit: www.idg.es/computerworld/videomovil. For more information, contact Manuel Pastor at mpastor@idg.es.

noteworthy people

Promotions

Lake

PC World Business Development Manager **David Lake** has been promoted to senior program manager of **PC World** and **Macworld**. "David will be responsible for day-to-day operational and project management of business-side programs and projects," said **Stephan Scherzer**, senior VP/ general manager, PC World and Macworld. "This will involve setting and reviewing objectives, coordinating activities across projects and working closely with project owners to ensure that goals and objectives are met. Part of this position is also to find, discuss and implement new tools to optimize our program management structure. This is a very important change within our business unit. We have accomplished a lot, but we have great challenges ahead of us, and we need more structure and process to meet our goals without over engineering the process." *david_lake@pcworld.com*

New employees

Mason

Kathy Mason is **IDG World Expo**'s new office services coordinator and receptionist, a position she also held at her previous employer, Maric, Inc., a commercial property management company. Away from the office she enjoys art and sketching portraits and still lifes, "a hobby I wish I had more time for." *kathy_mason@idg.com*

CIO Executive Council's new development manager is **Stacey Alexander**. She was previously a senior account executive with Gartner where she recently won the Gartner Brand Ambassador Award in recognition of her efforts in supporting the Gartner brand and her colleagues. A graduate of the University of Missouri/Columbia, she holds a B.A. in psychology. In her free time she enjoys gardening, skiing, hiking and mountain biking — "I live in Colorado! I live outdoors." *salexander@cio.com*

Returning employees

Bonasoro

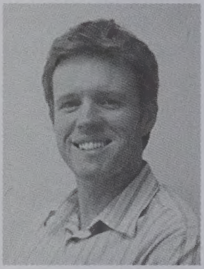
Kristin Bonasoro returns to **IDC Framingham** as a customer service representative with the Telecommunications' division's Industry Sales department. She was previously the Services Team group operations coordinator with the Services team. She holds an associate's degree in liberal studies from Dean College in Franklin, Mass., and a B.A. in criminal justice with a minor in sociology from Curry College in Milton, Mass. Outside the office she enjoys travel and coaching an all-star cheerleading team out of Watertown, Mass. *kbonasoro@idc.com*

After working as director of marketing and business development at the Wall Street Journal, **Ekapat Chareonlarp** returns to IDG as director of program development with **IDG Corporate Sales** in Framingham, Mass. He was previously director, Market Intelligence with IDG Global Solutions. He holds a B.S. in engineering from King Monkut Institute of Technology in Bangkok, Thailand, and also studied finance management at the University of California/Berkeley. In his free time he enjoys golf, camping and video games. *ekapat_chareonlarp@idg.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Meet Your Colleague

Computerworld's Bill Rigby



Rigby

As Computerworld's director of online account services **Bill Rigby** is a Web cowboy. "I love that it's still the Wild West out there in online," he said. "People will change the rules on you, and there's nothing you can do about it, so you have to always be thinking."

The online account services team handles everything that comes after an online ad sale is made by Computerworld's sales department. With lead generation key right now, Rigby and his team spend a good portion of their time driving leads to advertisers' campaigns through e-mail marketing and leveraging the CW Web site and editorial content. "I'm always trying to invent new ways to make this happen more efficiently," Rigby said.

Rigby played a key role in IDG's recently signed two-year marketing partnership with AMD. He built the project's registration system and manages the audience development and lead and page view reporting for the program, which involves seven IDG business units.

Rigby joined CW as a Web developer in 2000, the day aft[illegible] he graduated from Boston University after majoring in computer science and psychology. "I was one of the guys who helped relaunch Computerworld.com that year and then once or twice again after that," he said. "Nobody would mess with us because we could crash the entire Web operation with a couple of keystrokes."

A new homehowner, Rigby has been busy shopping for power tools. He also brews his own beer, roasts his own coffee, can juggle any three objects and is learning to ride a unicycle.

Visit IDG Central to read the full version of this profile as well as other recent Meet Your Colleague features. WU

One on one

continued from page 3

centric" company. When we want to launch an information service on a new subject, we create a Web site first, build a database of regular visitors, promote community interaction between these visitors, and, through e-surveys, determine whether they want a print publication as well and, if so, on what frequency and in what format. We also use e-surveys to determine their interest in events, such as subject, time of year, and location. In the U.S., our Web revenue now exceeds our print revenue. Outside of the U.S., we expect this to happen within the next couple of years. Since profitability of online revenue is much higher than print revenue, this transition increases our operating profits and gives us more financial resources to accelerate our growth. WU

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

19

John St. Martin *IDC*

17

Simona Cattaneo
Nuov@Periodici Italia
Jim Duffy *Network World*

16

Rosemary Pickett *IDC*

15

Edith Hoellersberger
IDG Germany

13

John Daly III *IDC*

11

Jun Kawahara *IDG Japan*
Tanya Braitchouk *IDC U.K.*
Jennifer McKean
IDG Research Services
[illegible]arbara Hall *IDC Canada*

10

Agata Jaskiewicz *IDG Poland*

9

Rajnish Arora *IDC Singapore*
Paul Marttila *IDG Australia*
Brian Burke *IDC*
Doug Dineley *InfoWorld*

8

Thomas Schwieters *IDC*
Kaoru Harikae *IDG Japan*
Sara Scogland *IDG*

6

You Sook Hong *IDC Korea*
Eric Hill *InfoWorld*

5

Atapron Yongsoongnuen
IDC Thailand
Howard Sholkin *IDG*
Joanne Haywood *IDC Canada*
George Hu *GamePro Media*

4

Ethan Pike *IDC China*
[illegible]y Wang *IDC China*
Rowena Francisco
IDC Philippines
Barry Rabkin *IDC*
Eileen Joseph *IDC*
Ken Aoyama *IDG Japan*
Sylwia Skrobisz-Stefanska
IDG Poland
Jennifer Sand *Network World*
Denise Landry *Network World*
Konstantin Levin *IDG*
Justin Lewis *GamePro Media*

3

Jason Gorud *IDC Hong Kong*
Shennifer Kho *IDC Singapore*
Martha James *IDG U.K.*
Rhana Masud *IDG U.K.*
Donald Cargill *IDC*
Jess Roman *Computerworld*
Stephen Galeotalanza
IDG World Expo
Jeremy Rueb
IDG Corporate Sales
Sarah Welcome *IDG*
Joakim Arstad Djurberg
IDG Sweden
Rebecka Guzman *IDG Sweden*

2

Coann Teoh *IDC Singapore*
Jeffrey Ciulla *IDC*
Lisa Jacques *IDC*
Costantino Cialfi
Nuov@Periodici Italia

1

Matthew Oostveen
IDC Australia
Mark Novosel *IDC Australia*
Philip Wong *IDC Australia*
Dave Marks *IDC Hong Kong*
Rosalie Nelson
IDC New Zealand
Jerald Lee *IDC Singapore*
Patrick Lee *IDC Singapore*
Fiona Kanagasingam
IDC Singapore
Mel Yeh *IDC Taiwan*
Joey Yen *IDC Taiwan*
Farben Piedrahita *IDC*
Marina Pita
Now! Digital Business
Tara Wislocki *IDG World Expo*
Emil Söhr *IDG Sweden*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

celebrating 10!

CEOCIO China's ***Wang Yan*** *was the guest of IDG Chairman* ***Pat McGovern*** *at an anniversary dinner in Beijing.*

Name
Wang Yan

Home
Beijing

Joined IDG
March 30, 1998

IDG career path
March 1998-March 2003, Customer Manager, Customer Service Department, CEOCIO China; March 2003-March 2004, Assistant to Director, Customer Service Department, CEOCIO China; April 2004-present, Deputy Director, Customer Service Department, CEOCIO China.

What's kept you at IDG for 10 years?
I like the team, and I feel I am always improving myself.

Most challenging part of your job
Exploring new markets.

Of what accomplishment at work are you most proud?
Targeting ad clients from a new industry (automobile).

Best piece of advice you've ever received
Always balance yourself.

Interests outside the office
Badminton and climbing mountains.

What did you want to become when you were a child?
A teacher.

Family
My husband Li Jie and my 12-year-old daughter Li Ying.

One possession you'd grab if your house were on fire?
My credit cards and banking books.

Favorite vacation spot
France

Favorite movie
The Sound of Music.

Manager's profile
"Several years ago Wang Yan took the initiative to explore a new advertising opportunity besides the IT industry — the automobile market — and has achieved great success with this segment."
— Liu Xiangming, publisher and editor-in-chief, CEOCIO China

celebrating 10!

Name
Alejandro García Rodríguez

Home
Madrid

Joined IDG
1996

Current title
Customer care specialist. I handle all the questions and claims for our subscribers.

Three things I do in a day's work
Smile, smile and smile.

Best part of your job
Helping people.

Most challenging part of your job
Making customers feel satisfied and happy.

Latest accomplishment
Part of my duties includes heading up our telemarketing business. Between September 2007 and July 2008, I helped to market our conferences around Spain, urging our readers to attend and in the end we got more than 800 of them to do so.

Most memorable moment at work?
One day a clairvoyant arrived at our office with two olive tree branches in his hands and told us he had found water in our department manager's office. He was also a subscriber.

View from my work space
It would be hard to miss the two loudspeakers playing Amy Winehouse (loudly!).

One thing you've learned during your tenure at IDG
Time passes faster than you ever thought possible.

What I'm doing to be a better employee
Because my work involves building relationships with customers, I try to learn more about human behavior so that I can improve customer satisfaction and resolve customer problems.

Fantasy job
Astronaut

What is the most difficult decision you ever had to make?
Marriage — but I think I made a great decision.

First job?
Pollster

What it taught you?
People are strange.

Dream destination
Puerto Rico

IDG Chairman ***Pat McGovern*** *hosted* ***Alejandro García*** *at a dinner honoring his years of service to IDG Spain.*

Most prized possession
A complete collection of the 12 issues of The Watchmen comic book series by Alan Moore.

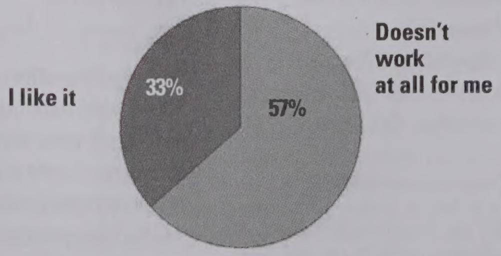
If you won the lottery tomorrow, you would
Retire and learn to play the piano.

Manager's profile
"Alejandro has contributed to the improvement of our customer relationships. In addition to his knowledge and experience, Alejandro shows enthusiasm in his work and in every new project in which he is involved. But above all, what stands out the most is the huge amount of curiosity and interest he displays for anything that can help him improve his work."

—Basilio Rodríguez, circulation manager, IDG Spain

Question of the Week results for Sept. 15

Thumbs up or thumbs down for Microsoft's new TV ad with Jerry Seinfeld and Bill Gates?



Log on to www.idgcentral.com to vote on this week's question: **Does the world need another Web browser?**

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Deb Begreen *CXO Media*
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Susan Murray *CXO Media*
Manuel Pastor *IDG Spain*
Curt Poff *PC World*
Karen Ren *IDG China*

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 Web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG also publishes more than 300 magazines and newspapers in 85 countries. IDG's media brands include CIO, CSO, Computerworld, GamePro, InfoWorld/TechWorld/TecChannel, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, E for All, Storage Networking World and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events. More details at http://www.idg.com.

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Celebrating 10! China Computerworld's Chen Li *page 8*

CW's inaugural Green IT Symposium tackles key issues

Movement gaining acceptance as companies begin to realize cost savings

As interest in environmental issues related to computing continues to grow in importance at companies around the world, Computerworld this month launched its first event dedicated to the topic. The full-day Green IT Symposium, held in suburban Washington, D.C., targeted senior IT managers and featured an agenda dominated by user case studies presented by C-level executives from companies that have made significant progress in achieving various "green" goals. The event was preceded by an invitation-only half-day executive roundtable in which 20 CIOs discussed the implications of developing a green IT strategy in the context of complicated enterprise-level IT infrastructures.

"Companies have begun to see that some of the real green in green IT is financial," said Computerworld VP, Event Marketing and Conference Programs **Derek Hulitzky**. "By moving an entire IT

IMAGELINK PHOTOGRAPHY

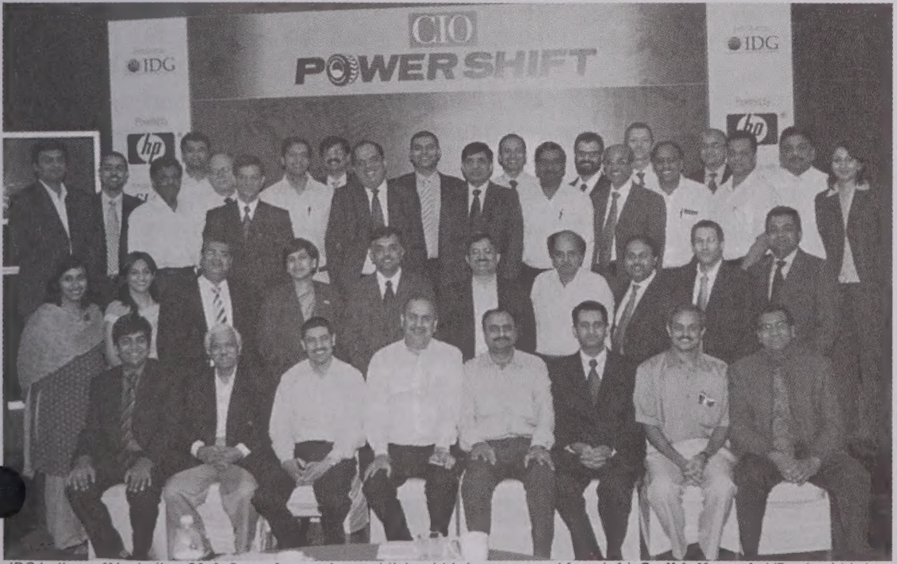
***Ron Milton**, executive VP, Strategic Programs, Computerworld and InfoWorld, delivers opening remarks at this month's CW Green IT Symposium.*

continued on page 2

IDG India event connects HP with clients in auto sector

Program earns attendee kudos, best practices award in HP contest

When Hewlett Packard sought to reinforce its role as a key technology player in the automotive sector in India, the company turned to IDG India and its CIO brand for help. The program devised by IDG India was so successful it garnered not only kudos from the conference attendees but won an award in HP's internal worldwide best practices contest.



*IDG India staff including **Alok Anand,** associate publisher (third row, second from left); **Sudhir Kamath**, VP sales (third row fourth from left); and **Vijay Ramachandran**, editor-in-chief (third row 10th from left), pose with attendees and HP staff at the PowerShift event.*

"HP approached us for help in connecting a team of senior leaders it was sending to India during the month of May with select technology leaders from the automobile sector," explained **Sudhir Kamath**, IDG India VP Sales, who was part of the group that organized the one-day event.

"HP was interested in an event that would not only provide its executives with an opportunity to meet and network with key IT executives from India's automotive industry but one that would allow it to showcase its commitment to the automotive segment and allow its executives to learn more about the most pressing issues and concerns facing CIOs in the industry," Kamath explained.

The team put together a proposal for a day-long event that would feature an industry expert to speak on trends in the Indian automobile industry, a

continued on page 5

Green IT Symposium

continued from page 1

group — if not the whole company — to adopt more green practices, ranging from powering down nonessential PCs and monitors overnight all the way through building new energy-saving data centers, companies are finding savings and can cost-justify contemporary technologies that have more benefit than just being green," he noted.

IMAGELINK PHOTOGRAPHY

*Computerworld VP, Editorial Director **Don Tennant** (right) hosted the Computerworld table during the Speed Networking Session.*

While interest in green IT is motivated by a variety of considerations, said **Ron Milton**, executive VP, Strategic Programs, Computerworld and InfoWorld, key among these for Computerworld's audience is a reduction in energy utilization and the cost savings that result.

Citing statistics from a Data Center Energy Forecast from the Silicon Valley Leadership Group, Milton said, "By the end of 2008, almost 3% of consumed electricity from all sources in the U.S. will be from servers and data centers. Without a change in how we approach IT infrastructure, servers and data centers will account for approximately 6% of consumer electricity by the end of 2011. However, EPA [Environmental Protection Agency] analysis shows that with the adoption of best practices, this same trend line can be adjusted by up to 55% of current usage."

A poll conducted by Milton among approximately 250 (of the total 300 attendees) members of the audience during his opening remarks bears out his assertion regarding their priorities. Asked what is driving their current interest in green IT, 51% of the audience cited development of meaningful metrics to help reduce power consumption; 20% said corporate social responsibility; 19% were focused on recycling of IT hardware and output; and 10% identified the need for all employees to participate in environmentally friendly practices at work. In response to a related question, 73% said they have already begun green IT plans for their organizations. Asked about challenges to implementing green plans, 49% cited budget constraints, 23% noted a lack of senior management support and 20% said it is simply not a priority.

The Green IT Symposium was the inaugural event in Computerworld's new series of one-day events, Milton said. Two more, one focused on virtualization and one on storage will take place before the end of the calendar year. The format is part of an overall event strategy at Computerworld and InfoWorld that reflects a changing economic environment (see sidebar at left).

"Green IT, which featured sold out vendor support [one underwriter and six platinum sponsorships] was profitable and filled to capacity," said Computerworld Sales Director **Sandy Weill**.

The event consisted of the following components:

- A full day of general sessions, including concurrent sponsored breakout sessions.
- A moderated panel discussion with two CIOs, a Stanford University professor and an industry ana[illegible] entitled "Energy Efficient IT vs. Growing Power Demands: Are We Winning?"
- A "speed networking" session in which sponsors hosted tables with cocktails and hors d'oeuvres and had two minutes to speak followed by eight minutes of discussion. Attendees then switched tables.
- A gala dinner.
- An awards program with 20 honored finalists.
- A performance by political satire group Capitol Steps.

"Very clearly the macro issue for our audience is overall sustainability and the pressures that maintaining an enterprise class IT infrastructure entails," Milton said. "Those that have succeeded already understand that establishing meaningful metrics to track energy consumption and establishing synergy with facilities management, which typically doesn't fall within IT budgets, is a critical first step. Once metrics are in place, creating a plan that reduces power will result in savings, whether it be taking legacy gear offline, having a server and storage virtualization plan, moving client systems to power down/lights-out operation when not in use, recycling paper output, reducing staff travel and implementing videoconferencing technologies, or updating data center facilities to require less power and cooling once virtualization has reduced the footprint."

For more information, contact Ron Milton at ron_milton@computerworld.com or Derek Hulitzky at derek_hulitzky@computerworld.com.

CW events evolve to meet changing times

Launched in 1999 with the creation of Storage Networking World, Computerworld's event business originally focused on multi-day, resort-based events reflecting the "heady days of big budgets awash in travel and entertainment dollars," noted **Ron Milton**, executive VP, Strategic Programs, Computerworld and InfoWorld. Those days are largely gone, Milton said, and in true IDG tradition, "we have remained agile and changed as the economy, sponsor budgets and IT management travel habits have."

Today, Computerworld has reorganized its growing list of events into four categories:

- **Core events** (multi-day; 500 to 2,500 attendees)
- **Single day** (focused topic; 200 to 500 attendees)
- **Regional Summits** (half-day; 25 to 75 attendees)
- **Regional Roundtables** (half-day; 12 to 25 attendees)

The InfoWorld, Honors and Computerworld events groups are now one Framingham, Mass.,-based team resulting in economies of scale and a merger of best practices. The group has reduced the number of multi-day resort-based events and ramped up one-day core events and half-day content-driven custom events. From September to December 2008 alone, the group will produce:

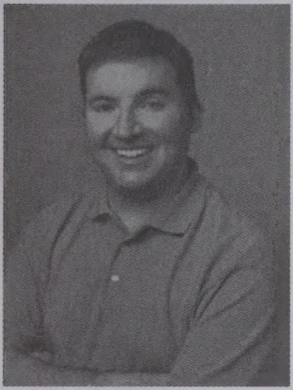
- Two multi-day events (Business Intelligence Perspectives and Storage Networking World)
- Three one-day events (Green IT, Virtualization, Storage)
- 17 half-day day summits in urban centers
- Four CIO-level executive roundtables
- Three Best Practices Awards programs (BI, Green IT, Storage)
- An inaugural custom awards program inside a vendor's annual user conference.

Milton said these programs in the late 2008 will generate some $6 million in revenue. During FY09, the group expects to produce 50 events.

the interview

one on one

Jason Snell
The VP/editorial director of Macworld is this week's columnist. Reach him at jsnell@macworld.com.



> *"We as editors have to [illegible] the people who are out there, interacting with our audience on a daily basis. It's not always fun and sometimes it can be downright ugly, but it can also be extremely rewarding."*

Q Can you give us an overview of how Macworld and Macworld.com are faring among competitors?

A On the Web, it's difficult to quantify, because Macworld.com is really unlike any other Mac site. There are other Mac sites that offer news, tips, opinions and even some reviews, but no Mac-dedicated site really covers the variety of products and provides the comprehensive coverage that we do.

We are, however, seeing a much greater interest in Apple-related stories from the broader tech media, not just within IDG but among IDG's competitors. So in some ways, we do see CNET and Engadget and Ars Technica encroaching into what used to be our domain. But that's good, because it speaks to the strength of interest in our market and competition is a great motivator. Our online coverage of Apple product launches has been dramatically improved by the pressure we've felt from competitors.

In print, our big competitor is MacLife, formerly MacAddict. MacLife magazine, from Future U.S., Inc., focuses more on the newsstand than overall circulation. (Its total circulation is roughly one-third of ours.) Even on the newsstand, over the past few years we've beaten MacLife consistently, even after it changed its name and lowered its cover price.

Q What are you doing to make Macworld.com stickier?

A Anything we can. In the past year we've moved our comment threads into story text and added an interactive liked-it/loathed-it voting system into articles. As detailed last week in IDG World Update, we're working on a way to allow user opinions to influence how stories are rated on our index pages. We're also trying to increase video and audio content on the site. We also need to do a much better job of walking users through the product-buying process — our site is still far too article-driven, rather than being product-driven, but we're working to change that.

Q How has the iPhone — and related iPhone applications — had an impact on Macworld's editorial and sales content?

A Since the opening of the App Store on July 11, we've had to tackle the iPhone software market from a news and reviews perspective. At first, we were worried that Apple's control of the store might make it difficult for independent editorial sources to gain a foothold. As it turns out, the opposite is true — there are so many new applications in the store that there's a huge amount of consumer confusion, and our news and reviews can help clarify things.

We're also talking about ways to address iPhone users on our site via an iPhone-specific HTML version of our site, exploring what it would take to build a Macworld app for the iPhone, and we've entered into a partnership with Stitcher.com, which provides a free iPhone app that lets you listen to Macworld news headlines, read by a professional announcer. So basically, anything and everything is on the table.

Q Does the homogenous nature of your audience make it easier to develop community?

A It definitely gives us a focus and an attachment that some sites struggle to find. But at the same time, any community is made up of individuals, and even the most homogenous community as seen from afar will be revealed as heterogeneous when you zoom in a little closer.

It's easy for someone on the outside to classify the Macworld audience as a bunch of Apple cultists or fanboys. And a decade ago, that might have been a pretty accurate portrayal. But these days the audience is much broader, and a lot of the dogma we used to see within the community has faded from view. Sure, there are people out there who light the candles of their Steve Jobs shrine nightly. But when every person in the industrialized world owns 2.3 iPods, it's awfully hard to see the world as an us-against-them proposition. So these days, I'd say our audience is made up of people who feel some attachment to Apple products, but it's much more about appreciating the products rather than being members of some sort of rebel alliance.

Q Does the elimination of the position of community manager for Mac Publishing/PC World signal a change in your approach to relating to your reader constituency?

A On the Macworld side, not really. Macworld has been operating an online community since 1999, and our editors play very active roles in the management of that community. And Senior Editor **Rob Griffiths** has been managing MacOSXHints.com, which is an award-winning community-generated tips site, by himself for many years now. We're committed to having all of our editors interact with our audience on a regular basis, and that's not going to change.

While having a dedicated community manager was

continued on page 6

More on IDG Central

Jason Snell talks about how the popular Mac Mania cruises add to Mac Publishing's bottom line and comments on Apple's positioning vis-a-vis a business audience.

Cross-department teamwork powers PCW/MSN deal

PCW stories that appear on MSN generate significant referral traffic

PC World recently renewed its strategic content-syndication contract with MSN for two years. The deal will not only promote PCW's editorial content on MSN's Tech & Gadgets channel and drive traffic back to the PCW site, it will also add six-digit revenues to PCW's bottom line over the next two years.

"Starting with AOL in about 1999, we've long pursued syndication deals with big portals such as AOL, Lycos, MSNBC, and Yahoo," said **Brian Buizer**, PCW director, Business and Product Development. "At that time, MSN had a very tight deal with C|Net, but it wasn't exclusive. So we pitched PCW as an additional partner MSN could use to augment their tech content. We had heard that C|Net was getting a ton of traffic through their deal with MSN, and we were ready to do anything to spoil this. So our group proposed a deal that was better than the one we knew they had with C|Net."

In 2003, MSN agreed to run a small portion of PCW's content on a one-year trial basis. PCW made sure it would be a superior partner in management and content to C|Net by showing flexibility in terms of the business model, the content format, the exclusivity demands and so forth. "We made sure that we were always available for questions and that we maintained an ongoing conversation with the MSN team about upcoming content or formatting bugs," Buizer said. "Basically, we never took them for granted. At the end of that period, MSN decided to make us their senior partner."

Seeking stories with broad appeal

MSN today is most interested in broad-appeal technology reviews, how-to and consumer advocacy articles, according to **Kimberly Brinson**, managing editor of PC World. "The audience is a bit younger and less technically proficient than PC World's, so we try to pitch the PC World content that has the widest appeal." Typical PCW stories syndicated on MSN include digital photography how-to's and reviews, laptop reviews, comparative reviews of all types in slide show format, top 10 charts and humorous features, such as the Web's most ridiculous sites, e-mail hoaxes that refuse to die and infamous images that should never have been posted online.

"If these stories get MSN home-page promotion, they can generate millions of page views for MSN and send tons of referral traffic back to PC World," Brinson said. The agreement stipulates that MSN will retain internal links in PC World stories. Brinson and the editorial team work hard to ensure that any PCW story sent to MSN that has related content on the PCW site has links back to that content. "When the story goes out on the feed and gets picked up, we enjoy the referral traffic back to PC World from those links," she said. The editorial team works closely with **Alexa Wriggins**, PCW director, Online Marketing, to make sure the content drives as much traffic back to PCW as possible.

IDG WORLD UPDATE

*(L-R): **Brian Buizer**, PC World director, Business and Product Development; **Kimberly Brinson**, PCW managing editor; and **Alisha Billingsley**, PCW business development coordinator talk weekly with MSN staffers to review the feed and occasionally brainstorm stories that both sites could use.*

PCW and Macworld send all of their articles, images, charts and blog posts to MSN via an RSS feed. Brinson said that MSN is allowed to make minor edits to stories as it sees fit, "but they always run any changes by us." MSN can also amend headlines to make the topic more targeted to their audience.

On average, the MSN Tech & Gadgets channel uses 12 to 15 PC World stories a week. The Tech & Gadgets channel staff, along with the staffs of all the other channels on MSN, pitch their best ideas to the MSN home-page team. "In a good week, PC World might get three MSN home-page placements," Wriggins said.

"This deal is a great example of team work across several departments, from business and audience development to editorial and the folks from application development," said **Stephan Scherzer**, SVP and general manager of PC World and Macworld. "It's important to focus the resources on a few big partners and do the job right. The strategic two-year partnership with MSN gives us the opportunity to plan ahead and apply enough resources for a win-win-situation on both ends."

PC World also has syndication deals with the Washington Post, MSNBC, About.com and Yahoo.

Write to brian_buizer@pcworld.com.

Cool gadgets story serves two audiences

PC World Director, Business and Product Development **Brian Buizer**, Business Development Coordinator **Alisha Billingsley**, and Managing Editor **Kimberly Brinson** have a weekly call with MSN in which they go over any problems with the syndication feed or technical issues, as well as all the stories that have gone live on PC World during the past week.

"We also go over all the stories we have planned for the upcoming two months and discuss special promotions MSN is hosting," Billingsley said, noting that PCW will consider specific story ideas from MSN when the proposed topic would also be popular on PCW's site. "MSN thought a slide show about cool gadgets that you can't get in the U.S. would be popular with their audience, and we agreed it would be very popular on PC World, too," she said.

The slide show (http://tinyurl.com/4wp2wa) ended up getting millions of views on MSN and garnered huge numbers on PC World, as well.

Coming up

E for All Expo
An IDG World Expo event
Oct. 3-5
Los Angeles
www.eforallexpo.com

Designing the High-Performance Data Center
An IT Roadmap Spotlight event from Network World
Washington, D.C. — Oct. 7
San Francisco — Oct. 10
www.networkworld.com

IDC's Green IT Conference UK
Oct. 9
London
www.idc.com/events/emea

Middle East and Africa Virtualization and Green Datacenters
An IDC EMEA event series
Oct. 9 — Lagos, Nigeria
Oct. 16 — Nairobi, Kenya
Oct. 22 — Istanbul, Turkey
www.idc.com/events/emea

Storage Networking World
A Computerworld event
Oct. 13-16
Dallas
www.computerworld.com

IDC's IT Security, Storage and Business Continuity Roadshow
Oct. 21
Kuwait City
www.idc-cema.com

Information Security & Business Continuity
An IDC Peru event
Oct. 21
Lima, Peru
www.idclatin.com/events

SOA Executive Forum
An InfoWorld event
Nov. 5-6
New York City
www.infoworld.com

CIO: The Year Ahead Summit
A CXO Media event
Nov. 9-11
Coronado, Calif.
www.cio.com

More listings in the Events section of IDG Central.

IDG recognized at Folio conference awards program

Five IDG publications were honored with awards for editorial and design excellence at the annual Folio conference Sept. 23 in Chicago. This year's competition drew more than 2,800 entries.

Eddie Awards (editorial)
B-to-B, Technology/Computing/Telecom, Full Issue
Network World
Dec. 24, 2007

B-to-B, Technology/Computing/Telecom, Single Article
Gold Winner
Computerworld
"IT's Open Secret"
May 5, 2008

Silver Winner
Network World
"Attack of the Killer Bots"
July 2, 2007

Consumer, Technology/Computing, Full Issue
Silver Winner
Macworld
August 2007

Bronze Winner
PC World
November 2007

Ozzie Awards (design)
Best Feature Design, B-to-B above 100,000 circulation
Gold Winner
CIO
CXO Media
"Cures for Complexity"
December 2007

Best Use of Digital Imagery, B-to-B
Silver Winner
Computerworld
"What Brain Drain?"
April 21, 2008

Best Use of Illustration, B-to-B above 100,000 circulation
Gold Winner
Computerworld
"Macintosh Insurrection"
Feb. 25, 2008

IDG India PowerShift

continued from page 1

roundtable discussion that would allow the CIOs in attendance to share their views and several case studies presented by HP and two of its customers. In addition, IDG enlisted the support of India's leading industry association, the Society of Indian Automobile Manufacturers (SIAM). This gave the event a great deal of credibility and neutrality; more so because the attendees themselves represent the automobile sector and are actively involved with SIAM, Kamath noted. Branded as *"PowerShift*: An event driven by *CIO*, powered by *HP*," it targeted a small but influential group of attendees who flew to Mumbai from all parts of the country to attend the conference.

> *"I owe this win to IDG. Thanks for organizing and delivering the forum so meticulously."*
> *— Geetu Bhatnagar, HP*

According to Kamath, there are approximately 47 automobile companies in India of which 21 are active players in the market and HP's target segment. Of those 21 companies, 17 were represented by their CIOs at the conference.

All attendees also received a handbook, "Automotive Knowledge Base," a resource book created by IDG India with HP positioned as a "presenting partner" that contained neutral content relevant to the sector sourced by IDG and HP white papers and case studies.

The event, held on May 22 at the J.W. Marriott Hotel in Mumbai, was followed by entertainment and a networking dinner. It received outstanding feedback from attendees, 89% of whom rated the relevance and content of the program as "excellent."

Geetu Bhatnagar, country manager, strategic account marketing for HP, who served as the primary point of contact with the company, was so pleased with the program that she entered it in Hewlett Packard's internal annual worldwide Best Practices Contest where it won in the category of Personalized Marketing. In a note to the team at IDG India, Bhatnagar said, "I owe this win to IDG. Thanks for organizing and delivering the forum so meticulously. Trust me, this is just the beginning of a great relationship between IDG and HP."

Commenting on the event's success, IDG India President and CEO **Louis D'Mello** said, "Powershift's success is particularly heartening because it follows our recent pursuit of customer events; a direction we wish to build aggressively in the year ahead."

For more information, contact Marketing Manager ***Siddarth Singh*** *at siddharth_singh@idgindia.com.* WU

noteworthy people

New employees

Isaac

IDG Connect welcomes Content Manager **David Isaac**, who will be based in Los Angeles. He was most recently a news reporter for Investor's Business Daily. David has a B.A. in geography from the University of Delaware. He enjoys creative writing, going to concerts and traveling and recently published a children's book, The Leafy Sea Dragon (www.leafyseadragon.com).
david_isaac@idgconnect.com

IDC Thailand has hired **Thannwalai Sae-chuan** as sales manager. She has more than 10 years of experience in the IT and financial markets and most recently worked as an account manager at Thomson Reuters (Australia) Pty in Sydney. A graduate of Thailand's Assumption University, she holds a B.S. in business administration, focusing on international business management and marketing. Fluent in English, Mandarin and Cantonese, she enjoys travel.
thannwalai@idc.com

Also at **IDC Thailand,** Associate Market Analyst **Puttigun Geratitragarn** provides support for PC and PC monitor research for the Thailand PC markets. He previously worked at KPMG Phoomchai Holdings Limited, where he focused on internal and external sector research and analysis in the banking sector. A graduate of the University of New South Wales in Sydney, Australia, he has a B.S degree in industrial design. He enjoys the arts, cars and technology.
puttigun@idc.com

Previously a senior manager with Smith Bucklin, **James Conlon** joins **Computerworld** as director of business development. He holds a B.A. in advertising from Michigan State University in East Lansing and enjoys running in his spare time.
james_conlon@computerworld.com

Brannan

Liz Brannan joins **IDC U.K.**'s telecommunications group as a senior account manager; she was previously a major account executive with WebEx/Cisco. A graduate of Strathclyde University in Glasgow, Scotland, she holds a B.A. in business. Away from her desk she enjoys football, movies and painting. *lbrannan@idc.com*

IDG Tech Network has hired **Jennifer Yomogida** as an account director, a title she also held at her previous job with About.com. She earned a B.S. in advertising from San Jose (Calif.) State University and enjoys snowboarding, hiking, tennis and running.
jennifer_yomogida@idgtechnet.com

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Receive World Update as a PDF

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Current and archived PDFs are also available for download in the World Update section of IDG Central (www.idgcentral.com).

One on one

continued from page 3

great, in the end we as editors have to be the people who are out there, interacting with our audience on a daily basis. It's not always fun and sometimes it can be downright ugly, but it can also be extremely rewarding. These days, editors and writers who don't interact with their audience on a regular basis aren't doing their jobs.

Q What are the unique challenges and benefits of catering to the information needs of such an intensely focused audience?

A The biggest benefits are that we have an amazingly committed audience and an editorial focus that's pretty hard to beat. But, of course, having such an intense connection with your audience means they can really be offended when you make changes to what you're doing, even if you feel the decisions you're making are the right ones. There's definitely a sense of ownership that our readers have about the Macworld brand, and we ignore our audience's perception of us at our own peril.

From a business standpoint, there are huge challenges in being in a market dominated by a single vendor. Apple's presence definitely crowds out a lot of business opportunities for us. The good news about Apple's recent success in appealing to a broader audience is that, as the Mac and iPod and iPhone grow, so do our potential markets. The more Mac users there are, the more printers and cameras and displays are being sold to Mac users, and that provides us with a lot of potential.

Q Is Macworld still getting a lot of mileage from the Superguide concept?

A Absolutely. A few years ago we decided to abandon the concept of newsstand-only special issues and instead focus on publishing small books on hot topics and selling them both as PDF downloads and as physical books that we print in relatively small press runs. Since the content is largely based on existing magazine and Web-site material, and the cost of selling PDFs is almost nonexistent, they're extremely cheap to produce.

For fiscal year 2008, we decided to add a full-time editor to the project and increased our frequency from four to six books per year. This year we more than doubled the revenue generated from Superguides, and, keep in mind, all that revenue is coming directly from readers.

Employees are encouraged to send suggestions for columnists they would like to see on this page. All questions will be passed along anonymously. Write to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

28
Maria Doehler *IDG Germany*

24
Cheryl Podda *IDG Australia*
Nadine Pahus *IT News Info*

19
Martin Wallström *IDG Sweden*

18
Wilson Wan *IDC China*
Andrew Ware *IDC*
Gerhard Holzwart *IDG Germany*
Hans Hausner *IDG Germany*

17
Darren Whiteman *IDG U.K.*
Corinne Huron *IT News Info*
Luis Palacios *IDG Spain*
Stefan Ueberhorst *IDG Germany*

16
Wlodzimierz Duszyk *IDG Poland*
Charlotte Kempe *IDG Sweden*
Juergen Hill *IDG Germany*

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Marcel Schaper *IDG Netherlands*
Wolfgang Sommergut *IDG Germany*

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Heidi Schwab *IDG Germany*

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Mauro Buccola *Nuov@Periodici Italia*
Martin Canning *IDC Benelux*
Alejandro Garcia *IDG Spain*
Luisa Gijon *IDG Spain*
Angel Gomez *IDG Spain*
Ursula Nehring *IDG Germany*

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Ryuta Nasukawa *IDG Japan*
Mitchell Rose *IDC*
Frank Niemann *IDG Germany*

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Stéphanie Boidin *IT News Info*
Daniel Comino *IDG Spain*
Arantxa Herranz *IDG Spain*
Regena Marie Adams *IDC*
Ki Blomqvist Vesterberg *IDG Sweden*
Alexandra Mesmer *IDG Germany*
Alexander Bauer *IDG Germany*
Michael Schmelzle *IDG Germany*

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Dominika Marszycka *IDG Poland*
Dorota Konowrocka *IDG Poland*
Al Gillen *IDC*
Bill Casey *IDC*
Mats Ståhlbröst *IDG Sweden*
Beate Woehe *IDG Germany*
Anita Thiel *IDG Germany*
Malte Jeschke *IDG Germany*
Michael Eckert *IDG Germany*
Christian Vilsbeck *IDG Germany*
Bernhard Haluschak *IDG Germany*

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Reuben Tan *IDC Singapore*
Claudio Leonardi *Nuov@Periodici Italia*
Noriko Moritomo *IDC Japan*
Ryuichi Yokoyama *IDC Japan*
Jose de Cadiz *IDG Spain*
Ricardo Villate *IDC*
Tanja Braun *IDG Germany*
Riem Sarsam *IDG Germany*
Alexander Freimark *IDG Germany*

7
Charlotte Thygesen Poulsen *IDC Nordic/Denmark*
Keith Gaffney *IDC Ireland*
Nicole Bergmair *IDG Germany*
Alfred Baeder *IDG Germany*

6
Yasusuke Suzuki *IDC Japan*
Heike Meironk *IDG Germany*

5
Karen Rondon *IDC Philippines*
Jubert Alberto *IDC Philippines*
Thaweesit Kun-Ongkhananon *IDC Thailand*
Pablo Oliveira *IDG Spain*
Bernd Fischer *IDG Germany*
Christian Schmidt *IDG Germany*
Thomas Stroehlein *IDG Germany*

4
Selina Wang *IDC China*
Claus Mortensen *IDC Hong Kong*
Steven Phillips *IDC Singapore*
Matias Berardi *IDC Argentina*
Juan Pablo Seminara *IDC Argentina*
Tatsuo Sato *IDG Japan*
Yukiko Ishikawa *IDG Japan*
Tamara Carlin *IDC*
Michael Beilfuss *IDG Germany*
Volker Tiemann *IDG Germany*
Moritz Jaeger *IDG Germany*
Stefanie Bahr *IDG Germany*
Marcus Egger *IDG Germany*

3
Elaine Chia *IDC Singapore*
Patrick Chan *IDC Singapore*
Abhishek Kumar *IDC Singapore*
Annie Yang *IDC Taiwan*
Kevin Tse *IDG Australia*
Alfredo Magan *IDC Peru*
Romina Adduci *IDC Argentina*
Ricardo Gomes Faim *IDC Brazil*
Martim Juacida *IDC Brazil*
Adrian Lloyd *PC Advisor*
Shintaro Tsuboi *IDG Japan*
Jens Møller Nielsen *IDG Denmark*
Eszter Morvay *IDC U.K.*
Shira Enstrom *IDC*

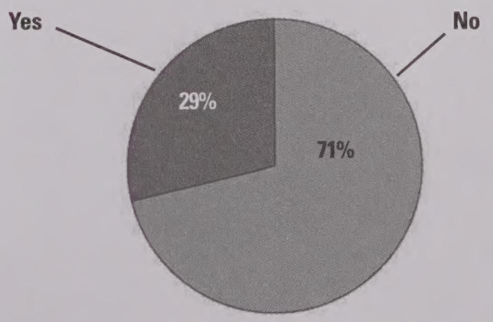
2
Amanda Sun *IDC China*
Emily Bian *IDC China*
Michael Yang *IDC China*
Hye-Rim Kim *IDC Korea*
Shalini Verma *IDC Singapore*
Kallayanee Puengtham *IDC Thailand*
Sapthawee Chaisomboon *IDC Thailand*
Murillo Martino *Now!Digital Business*
Marie Baudry *IT News Info*
Anders Mehlbye *IDC Nordic/Denmark*
Jonathan Share *IDC U.K.*
Alys Woodward *IDC U.K.*
Marjolein Sturk *IDG Netherlands*
Robert Scislowski *IDG Poland*
Kimberly Knickle-Tierney *IDC*
Jörgen Lindqvist *IDG Sweden*
Linus Larsson *IDG Sweden*
Hampus Lindberg *IDG Sweden*
Matthias Weber *IDG Germany*
Petra Seeser *IDG Germany*
Ulrich von Kapff *IDG Germany*
Agnes Froeschi *IDG Germany*
Katharina Lebold *IDG Germany*

1
Shawn Yip *IDC Singapore*
Yoshinori Uchiumi *IDC Japan*
Søren Jensby *IDG Denmark*
Dorthe Pedersen *IDG Denmark*
Marie Willmot *IDC Nordic/Denmark*
Henriëtte Loeffen *IDG Netherlands*
Mitch Waterman *IDG Netherlands*
Robert Guinan *IDC*
Suzanne Hopkins *IDC*
Jonas Nykvist *IDG Sweden*
Eva Ekedahl *IDG Sweden*
Britta Svensson *IDG Sweden*
Angela Domes *IDG Germany*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Question of the Week results for Sept. 22

Does the world need another Web browser?



Log on to www.idgcentral.com to vote on this week's question:
How many cups of caffeine do you have during a work day?

celebrating 10!

Name
Pan Yonghua

Home
Beijing

Joined IDG
April 1, 1998

China Network World's **Pan Yonghua** and IDG Chairman **Pat McGovern.**

IDG career path
April 1998-May 2000, reporter, Technical Department, China Network World; June 2000-March 2004, Deputy Chief Editor, Technical Department, China Network World; April 2004-February 2008, Deputy Editor-in-Chief, China Network World; March 2008-present, Publisher and Editor-in-Chief, China Network World

Most memorable aspect of your IDG career?
I, together with other two colleagues, set up the testing lab of China Network World and participated in many tests of network products.

What's kept you at IDG for 10 years?
Because this is my first job after graduation, and I like the working atmosphere where I could make the best use of my talents. I have been very lucky to have outstanding mentors to guide me.

Of what accomplishment at work are you most proud?
I won Best Managers Award twice for our group.

Favorite thing on your desk?
Two lovely hairy pig toys.

Family
My husband Jiang Qingyong.

Outside interests
Badminton and traveling.

Favorite vacation spot
Maldives

Manager's profile
"Ms. Pan has a strong professional background of software and testing. Her articles have profoundly influenced both the industry and readers. When she served as the deputy editor-in-chief of China Network World, she was in charge of events at one point and greatly contributed to the development and innovation of the business. After she became publisher, she actively promoted the progress of online publishing and events and realized a rapid growth of online business in the first half of 2008."
— Chen Mei, president & CEO, China Computerworld Publishing and Servicing Company

Name
Chen Li

Home
Beijing

Joined IDG
March 1, 1998

New Finance's **Chen Li** and IDG Chairman **Pat McGovern.**

IDG career path
March 1998-December 2006, reporter, editor of Application Section; Chief Editor of Software Section, China Network World. January 2007-present, senior reporter, Director of the Editorial Department, New Finance. I am in charge of planning topics, assigning reporters, analyzing competitors, etc. for this new publication.

What's kept you at IDG for 10 years?
I admire the culture of our company.

Of what accomplishment at work are you most proud?
Holding the first Information Summit for the Securities Industry in cooperation with my colleagues in 2007.

What skill do you wish you had?
A photographic memory.

Best piece of advice you've ever received
Don't see a horror movie at night!

Family
My wife Ma Hongjing and my 18-month-old son Chen Yuning.

Favorite movie
The Shawshank Redemption.

Your idea of a perfect day?
I would play tennis all day.

Retirement dreams?
Learning traditional Chinese culture.

Manager's profile
"Chen Li, who has long focused on the application of finance in the IT industry, has become the backbone of our newspaper thanks to his deep understanding of the financial industry. He is active, earnest and down-to-earth, making him popular among colleagues and CIOs in the financial fields."
—Jin Jianzhong, assistant president of China Computerworld Publishing and Servicing Company, and publisher of China Computerworld

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

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Brian Buizer *PC World*
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Chris Johnson *Computerworld*
Ron Milton *Computerworld*
Karen Ren *IDG China*
Stefan Scherzer *PC World*
Siddharth Singh *IDG India*

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IDG WorldUpdate

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WWW.IDGCENTRAL.COM

OPG hosts visitor from IDG Netherlands

Three-month stay lets IT developer soak up technology, build relationships

Eager for a chance to work with some new technology and perhaps learn a bit about how colleagues in the U.S. tackle project management, Senior Web Developer **Sander van de Graaf** approached his manager, IDG Netherlands IT Director **Dick de Groot**, to discuss the possibility of working at an IDG company in the U.S. for a short while. That inquiry set in motion a chain of events that not only brought van de Graaf to the U.S. for a three-month stint at IDG Communications' Online Publishing Group (OPG) but has now led to a more formal plan by the OPG to host additional IT visitors from non-U.S. business units. In addition, OPG is creating an online resource that will facilitate the exchange of information and expertise among IDG IT departments worldwide.

De Groot took van de Graaf's question to then–interim CEO/GM **Rob Koghee** who was scheduled to be at the European Managers Meeting in Prague within a few weeks. There, Koghee approached IDG Communications VP Human Resources **Piper Sheer** with the idea. "He said he had a star employee who was eager to expand his expertise and wondered if I could help him identify a good opportunity to do that," recalled Sheer, who said she contacted some HR and IT colleagues in the U.S. who she thought might be interested.

OPG Chief Technology Officer **Ray Anderson** was intrigued. Cognizant of the potential pitfalls, Ander-

continued on page 4

JOE MOLA

*Members of the Online Publishing Group, including VP/General Manager **Martha Connors** (third from left) and CTO **Ray Anderson** (fourth from left) gather around **Sander van de Graaf** of IDG Netherlands outside their 1 Speen St. office in Framingham, Mass. The occasional Nerf gun battle keeps the group on its toes.*

InfoWorld celebrates 30 years in the IT business

Tech expertise, trendspotting and buyer advocacy marks its history

From Radio Shack PCs to smartphones, InfoWorld has charted the history of information technology for 30 years. In that time its format has gone from a weekly tabloid to a magazine to a 24/7 Web site, from Intelligent Machines Journal to InfoWorld to www.infoworld.com. The IW staff and IDG executives gathered on Sept. 24 to celebrate its three decades of spotting IT trends and setting benchmarks.

InfoWorld held a late-afternoon anniversary party for its staff and clients on the roof deck of San Francisco's Hotel Vitale on the city's waterfront. IDG founder **Pat McGovern** was there to speak about the early days of the publication. Computerworld and InfoWorld President and CEO **Matt Sweeney** and InfoWorld Editor-in-chief **Eric Knorr** were also on hand to congratulate the IW staff on three decades of success and wish them three more.

continued on page 5

IDG WORLD UPDATE

*InfoWorld Account Director **Vaughn Brown** (left) and IDG Chairman **Pat McGovern** chat at last month's celebration in San Francisco.*

Inside this issue

CW Norway holds gala event for 25th anniversary *page 2*

PC World Latin America awards event sells out again *page 2*

One on one: IW/CW SVP Paul Calento talks about strategic development *page 3*

Celebrating 10! IDG Poland's Adam Jadczak *page 8*

More photos from the InfoWorld party are with this story on IDG Central.

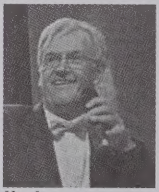
in brief newsworthy

Computerworld Norway marks quarter century of excellence

Computerworld Norway Editor-in-chief ***Henning Meese*** *(right) and IDG Norway Vice President* ***Thomas Bergerskogen*** *(center) welcomed each of the 300 guests with a warm handshake.*

Computerworld Norway recently celebrated 25 years of leadership in the Norwegian IT market with a gala event in Oslo for 300 high-level customers. The guest list included "every significant person in the industry," said IDG Norway Vice President **Thomas Bergerskogen**, including the entire management divisions of IBM, Microsoft and Ergo Group as well as Minister of Government and Reform Heidi Grande Røys and the leaders of The Norwegian Computer Society and ICT Norway.

HP, IBM, Ementor, Steria, Ergogroup and Cap Gemini sponsored the Aug. 21 party, which featured tapas and other refreshments and performances by a variety of Norwegian entertainers. Four awards were presented to associations and individuals for exceptional service to the country's IT industry. Among the honorees: IDG Norway Journalist **Ahlert Hysing**, the company's longest-serving employee, who started with Computerworld as a freelancer in May 1983 and has been with the company ever since, signing on as a full-time employee 16 years ago.



Hysing

CW Norway's anniversary edition included a special insert that brought in the highest revenue the business unit had realized for an insert in several years. Apple, Logica and a number of other companies that have not been traditional advertisers for Computerworld — which is now Norway's sole ICT newspaper — were represented in the insert. Overall, the anniversary project netted 17,000 euros (US$23,898) in profit for IDG Norway.

In soliciting sponsors and advertisers, Bergerskogen said "it was inspiring to meet with top managers of Norway's largest IT companies and see what kind of respect they have for Computerworld. Every single one was confident about investing in our event, thus proving Computerworld's excellent reputation and position in our market."

Write to thomas.bergerskogen@idg.no. More photos appear with this article on IDG Central.

WU

PC World Latin America awards event draws sellout crowd

Hispanic American Publishing Group President ***Trino Ramos*** *(right) presents the Hall of Fame Award for Plasma TVs to Urbano Ayala from Panasonic Latin America.*

For the 10th consecutive year, presidents, VPs and other high-level executives from major IT companies and agencies doing business in Latin America gathered at the PC World Latin America Awards (PCWLA) event in Miami.

Organized by The Hispanic American Publishing Group, an IDG partner, the Sept. 18 event drew 150 attendees and was once again a sellout, with Samsung and Sony as platinum sponsors; Lexmark, Kodak, McAfee and Toshiba as gold sponsors, and Panasonic as the exclusive audio visual sponsor.

IT companies nominate their products and services — this year in 26 categories — and 12 judges from all PC World Latin America editorial teams selected the winners that were honored during the event. Two hundred and ten products were nominated from 35 IT companies, and 112 finalists competed for the awards.

Three other annuals award presented were the Digital World Award to Sony Latin America and the Product of the Year Award to the Samsung Solid State Memory disk; both were first-time winners. The People's Choice Award, chosen by readers from a list of PC World Best Buy products, went to the iPhone from Apple.

Four more companies entered PC World Latin America's Hall of Fame based on having products or a family of products that have proven consistent PCWLA award winners over the years: McAfee antivirus software, Epson photo printers, Sony projectors and Panasonic plasma TVs.

Interviews with a variety of executives who attended the gala are now posted on pcworldenespanol.com together with all the photos of the evening and information about the winners.

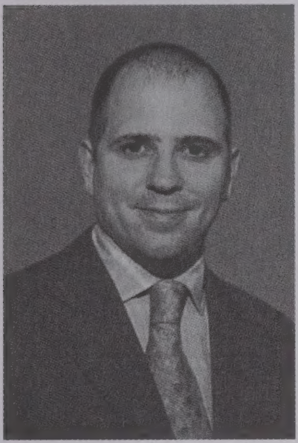
Write to trino_ramos@idglat.com.

Do you want World Update e-mailed to you as a full-color PDF? Send a request to world_update@idg.com.

one on one the interview

Paul Calento

Calento handles strategic development for Computerworld, InfoWorld, The Industry Standard and ITWorld. Reach him at paul_calento@idgcommunications.com.



> *"The best online businesses focus on continuously providing information to our audiences however they want to receive it and monetizing by evolving and expanding the products that our advertisers want to consume."*

Q How would you describe your job?

A I help Computerworld, InfoWorld, The Industry Standard and ITWorld expand their business into new categories (like cloud computing,) and media types (like video white papers and social media). These programs are usually positioned to advertisers as first-mover programs and launched upon the acquisition of a paying sponsor.

Q In a challenging ad sales environment, where are the opportunities?

A It's important to expand our net to include new categories of advertising, differentiated and distinctly branded multimedia offerings, a focus on opportunities to help field sales organizations (not merely branding or traditional lead gen) and a desire to expand our advertising base. Many initiatives fail when we only focus on our largest accounts.

Q What defines a high-growth online-centric business?

A The best online businesses focus on continuously providing information to our audiences however they want to receive it and monetizing by evolving and expanding the products that our advertisers want to consume. We are limited more by our execution than marketing spending. We can drive our own growth, even in a flat or down market.

Q How do you monetize multimedia?

A We've developed a pricing model called "Innovation Acceleration" that allows our sales teams to build multimedia programs that provide scale and ROI to a risk-averse advertiser. This starts with a key multimedia element an advertiser is interested in, like podcasting, video or social networking. The four-part program includes: The Obvious (what the advertiser immediately thinks of, like podcast ads in a podcast); The Measurable (usually a newsletter component); The Nice to Have (exposure into the co-marketing) and Scale (usually banners). All of the elements are packaged together and generally not discounted. The result is a unique integrated program that puts the value emphasis on the things IDG brands best execute on (traditional new media) and agencies and clients best understand.

Q What's next for multimedia?

A Continued evolution and greater integration of social media components. Don't discount older types of new media. As an example, InfoWorld podcasting is resurgent and based primarily on advertiser inquiries. Also, there is a desire for advertisers to leverage existing assets into new media. Video white papers are a growing market, as is in-banner distribution of advertiser-created media. Mobile offerings will be increasingly critical, and we need to continue our "Let's Try It" IDG attitude to improve consumption of these programs.

Q How does a brand develop a multimedia portfolio of offerings?

A The first step is to identify an ongoing editorial asset and expand the approach methodically to custom programs. Using InfoWorld as an example, editors were developing animated videos called InfoClipz, aggressively using slide shows, as well as creating screencasts as part of key reviews. In addition to building ad programs, using pre-roll video, the brand built several clearly positioned and labeled custom offerings at multiple price points: InfoBrief video white papers, InfoDemo product walkthroughs and, launching this month, InfoDeck how-to audio/video slideshows.

Q As we move to online-centric businesses, what are your properties doing to enhance their database?

A While print-centric business can build and renew names using the qual card process, online businesses need to rely on other activities. The editorially driven InfoWorld Save Windows XP campaign generated over 200,000 names. This initiative shows the value of harnessing community, opinion and advocacy in building our database. But there are only so many polarizing topics to build petitions around. The InfoWorld brand is in the process of outreaching to key associations to potentially integrate their content around key areas of coverage, produce or distribute newsletters on their behalf, build our database, as well as syndicate some of our best content on their sites. While the immediate results will likely be merely goodwill, our goal is database building and, ultimately, direct revenue from the respective associations. We are also pursuing this strategy at Computerworld, which already partners with SNIA on producing the Storage Networking World conferences.

Q What is the "market maker" strategy?

A "Market maker" is a four-part technique, developed at InfoWorld, that allows an IDG brand, on an opportunistic basis, to grow new media businesses

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OPG visitor

continued from page 1

IDG WORLD UPDATE

Sander van de Graaf said he found the management style in the U.S. to be very different from that in the Netherlands, although "something that could definitely work over there, too."

son said he was nevertheless "conservatively optimistic" about the idea. "A lot goes into this sort of arrangement as far as logistics are concerned," he noted. "So, if that all worked out *and* if the guy was really a strong player *and* if he'd get along in our team culture, it could be a very good thing."

With lots of help from CXO Media's HR Director **Patty Chisholm** and OPG's admin **Marla Hawkins** (now associate training specialist with IDG Training and Development), they managed to locate a short-term rental in downtown Boston where van de Graaf could live and carpool to and from work with colleagues. And with CXO Media picking up the tab for housing, IDG Netherlands continuing to pay van de Graaf's salary, and van de Graaf picking up the costs of his flight and visa, "everybody had a little skin in the game," Anderson said.

Van de Graaf began his three-month stint at OPG on July 7. His first few weeks were spent getting to know his new colleagues, their processes and "trying to figure out what I could contribute to my assignment," van de Graaf said. For the first month or so, van de Graaf would participate in a weekly teleconference with colleagues in the Netherlands to ensure that things continued to run smoothly there in his absence. Originally van de Graaf was scheduled to work on production assignments with OPG's design team "javascript, HTML, style -sheet stuff," Anderson said, "but his chops as a developer were too good to leave on the sidelines so we found a project that needed doing and flipped it to him. As he learned more about us, his pace picked up until he was finally one of us just as productive as any other developer," Anderson said.

> *"We are certain that Sander will help to improve the IT department at IDG Netherlands by sharing what he has learned the past three months."*
>
> *— Rob Koghee, deputy managing director, IDG Netherlands*

Van de Graaf spent the next two-and-a-half months using a new technology, Ruby on Rails (an open source Web application framework for the Ruby programming language) that he "had wanted to get involved with for some time," to develop the OPG's new microsite creation and management tool called MicroMaker.

The MicroMaker tool allows multiple business units' post-sales support teams to create micro-sites of blended editorial and vendor content. By configuring the microsite, uploading the physical assets that comprise the microsite and publishing the site as three distinct activities, the tool allows for collaborative workflows between sales support and production — lightening the load on both departments and giving sales more control over the finished product, Anderson explained.

Noting that editorial and sales groups across IDG have traditionally been better about getting together and sharing expertise, Anderson said van de Graaf's presence at OPG led him to consider ways that technology organizations throughout IDG could improve collaborative efforts. To that end he and colleagues at OPG are working to establish what they're calling the IDG Center for Online Excellence (see sidebar).

Van de Graaf, who returns to his position at IDG Netherlands this week, said, "I think one of the biggest benefits of my being here is that there will be more interaction between our offices on a technical level, which is good on both an economic and structural level as well as a personal one. People here aren't just going to be names in the directory anymore. I know who they are, how they do their jobs and I feel like I now have a pool of colleagues in the OPG that I can call on."

Although de Groot noted that "Sander's development speed was missed" and his absence "certainly forced colleagues at IDG Netherlands to work harder," he nevertheless said, "if time and projects permit," he'd repeat the arrangement. Both de Groot and Koghee (who is now deputy managing director) said they expect Sander's experience to bring real benefits to IDG Netherlands.

"For employees working in online, it's especially good to broaden their views and try to build some bridges between IDG companies," Koghee noted. "The online world is changing rapidly so improving skills to keep up is crucial. We are certain that Sander will help to improve the IT department at IDG Netherlands by sharing what he has learned the past three months."

"From our perspective, this experiment with Sander has been a smashing success," Anderson said. "We simply couldn't have picked a better person for this initial exchange. This kind of cooperative effort can really help us break down walls and benefit from fresh, new ideas without the expense of hiring new people. We hope to do much more of this."

For more information or to become involved, contact Ray Anderson at randerson@idgcommunications.com. Sander van de Graaf may be reached at svdgraaf@idg.nl. WU

Online resource center to benefit worldwide IT groups

The IDG Center for Online Excellence being created at IDG Communication's Online Publishing Group (OPG) comprises three elements:

- **An online code repository** where colleagues worldwide can upload coded solutions that others may copy, customize and deploy with minimal effort. It currently holds the MicroMaker tool that IDG Netherlands Senior Web Developer **Sander van de Graaf** just built.
- **A global directory of IDG IT colleagues** listing areas of technical expertise.
- **A project collaboration area.** Still under development, this resource will serve as an information repository to store best practices and experiences surrounding technology, explained OPG CTO **Ray Anderson**. "Wonder what CMS to select? Check the center. Use the directory to find tech leaders and technicians that have the appropriate expertise to help you decide what works best for IDG pubs. Need to feed IDGML into your CMS automatically? Check the center for a best practice on working with IDGML."

Stay tuned for details on how to become involved with center.

InfoWorld timeline

1978: Jim Warren creates and publishes Intelligent Machines Journal (IMJ) as a tabloid.

Late 1979: Warren sells IMJ to IDG founder **Pat McGovern.**

Feb. 18, 1980: IMJ becomes InfoWorld.

1986: Robert X. Cringely's first column appears.

1987: The InfoWorld Test Center debuts.

1988: The first Product of the Year awards are handed out.

Sept. 1994: The first InfoWorld 100 is published.

Nov. 1995: InfoWorld Electric (aka InfoWorld.com) launches at Comdex after a month-long beta test.

Dec. 4, 1995: InfoWorld columnist Bob Metcalfe predicts the Internet will "catastrophically collapse" during 1996 and promises to eat his words if he's wrong.

April 1997: With the Internet still extant, Metcalfe literally eats his "Internet collapse" column (well-blended, with a spoon) at the Sixth International World Wide Web Conference.

1997: Editor-in-chief Sandy Reed nullifies the results of the Readers' Choice online poll, accusing OS/2 "booster" of ballot stuffing when OS/2 wins the Best OS title for the fourth straight year.

May 2000: The first CTO Forum.

July 2003 The TechWatch blog debuts

Nov. 2004: On his blog, Jon Udell posts a request for potential names for the "idea of making movies of software." The winning term: "screencast."

May 2005: InfoWorld presents its first SOA Executive Forum.

Dec. 2005: InfoWorld's first podcast, InfoWorld Daily with Tom Sullivan, hits the Web.

April 2, 2007: InfoWorld's final print issue: No. 1,384.

Excerpted from a timeline on InfoWorld.com.

InfoWorld

continued from page 1

Knorr reflected on InfoWorld's history in a recent column, which is adapted below.

InfoWorld was launched in 1978 as a tabloid newspaper called Intelligent Machines Journal, founded by Jim Warren and published with a staff of nine. In 1979, Warren sold the paper to McGovern, and in 1980 it was renamed InfoWorld (McGovern said Personal Information Systems World was rejected as a title due its "unfortunate" acronym.) In the early days, the formula was simple, Knorr said, "Set up a news operation where it was all happening, apply standard journalistic practice and throw in a large helping of advocacy for technology buyers."

The InfoWorld Test Center was launched in 1987, making InfoWorld a leading industry publication. As then-Editor-in-chief **Michael Miller** recalled, the Test Center was a way of formalizing the methodology for product reviews InfoWorld had been doing for years. While InfoWorld pursued breaking news — during her tenure as IW's first editor, a source gave **Maggie Canon** the schematics for the first IBM PC — the Test Center courted controversy by criticizing such products as 1-2-3 and Windows 95 and uncovering the Intel Pentium processor's floating-point flaw. According to **Stewart Alsop**, who was editor-in-chief at that time, InfoWorld was the West Coast "maverick," willing to tell it like it was, regardless of consequences.

Alsop's successor **Sandy Reed** courted industry derision when she nullified the results of the 1997 Readers Choice poll and accused OS/2 "zealots" of ballot stuffing. Reed, whose term began and ended with the Internet boom, remembered the thrill of being on hand for the second wave of explosive industry expansion during the dot-com boom years. "If you could pick a time to be editor in chief of InfoWorld, that was it," Reed said.

When he became editor-in-chief in 2000, **Mike Vizard** focused on XML and Web services as the next industry wave. During his term, many of the writers InfoWorld is known for today came aboard, including Executive Editor of Reviews **Doug Dineley**, Chief Technologist **Tom Yager**, former Blogger-in-chief **Jon Udell**, and Contributing Editor **Paul Venezia**.

In 2003, Editor-in-chief **Steve Fox** (now VP and editorial director of PC World) took InfoWorld from a tabloid to a magazine that showcased Test Center reviews and features that identified important enterprise trends such as service-oriented architecture and virtualization. He also shifted resources to InfoWorld's Web site, where it had gained a reputation for innovation. With "the writing on the wall" for print at the end of 2006, Fox presided over the transition to today's Web-only InfoWorld.

"InfoWorld still boasts the same unique combination of tech expertise, shrewd trendspotting, and buyer advocacy that marks its history," Knorr said. "The Test Center still has an unparalleled reputation, and we call on our technical contributors more than ever to identify hot issues and bring attention to trends with lasting significance." WU

Longevity list

The following are InfoWorld's longest-serving employees:

Roseann LaBruno, senior sales associate, 21 years
(Read LaBruno's reflections of her years of service with this article on IDG Central)
Caroline Craig, associate news editor, 20 years
Dawn Kezer, senior ad coordinator, 15 years
Paul Krill, editor-at-large, 13 years
Eric Knorr, editor-in-chief, and **Ephraim Schwartz**, editor-at-large, 12 years

Paul Calento, SVP, Strategic Development, may very well have been the youngest InfoWorld reader, having had a subscription at age 12. He is also InfoWorld's honorary historian.

*(L-R): CW/IW President & CEO **Matt Sweeney**, IDG Communications CEO **Bob Carrigan** and CW VP/Marketing **Matt Duffy***

PHOTOS BY BILL RIGBY

*(L-R): Audience Development Specialist **Jeanette Gonzales**, Multimedia Producer **Ralitza Stoeva** and Senior Software Engineer **Chris Lin** were among the Online Publishing Group employees at the celebration.*

noteworthy people

New employees

IDG Tech Network has hired **Keith Linden** as a sales associate. A recent graduate of Indiana University, he holds a B.S. in communications and telecommunications with a minor in business. In his free time he enjoys music, sports and movies. *keith_linden@idgtechnet.com*

Kristi Nelson is **Computerworld**'s new online sales manager for the Pacific Northwest and Bay Area, coming from Ziff Davis Enterprise where she was a regional sales manager. She holds a B.A. in psychology with a minor in communications from California State University/Chico as well as a B.S. in biology from San Francisco State University. Away from the office she enjoys live music, hiking and rollerblading. *kristi_nelson@computerworld.com*

Meet Your Colleague

IDG Australia's Ann Hall

***Ann Hall** serves as the first point of contact for visitors and callers to IDG Australia.*

IDG Australia's **Ann Hall**'s title is surely unique: Director of First Impressions. It's legitimate, too. "I'm the happy, smiling face who greets all visitors, guests and staff each day," she said. (This also includes "talking to and feeding the office fish.") "I enjoy the people," she said, "both face to face and on the phone. You build up a rapport with regular callers and visitors."

Hall originally started her career with the Sydney-based business unit just over 12 years ago, working part time in the Accounts department. "I helped out on reception," she said. "Now I'm on reception full time and help out in Accounts as an extra arm to help keep their work balanced and on time."

Hall is also the director of office organization, arranging maintenance calls and making sure the office supplies and four kitchens are well-stocked. She is the go-to person for IDG Australia office parties, having put together its edition of Australia's Biggest Morning Tea, a nationwide charity event that supports the Cancer Council, as well as Cupcake Day, which benefited the Royal Society for the Prevention of Cruelty to Animals.

"Our director of first impressions goes beyond the expectations of her job title," said **Davy Adams**, managing director, IDG Australia. "She greets everyone with an easy, genuine warmth, manages the comings and goings of hordes of couriers delivering boxes of products to be reviewed, handles the phone traffic and lends a helping hand on events and other projects. And then there's the charity bake-offs that really bring the team together — in a sugary, coffee-accompanied sort of way. Ann's a real asset to IDG and an integral part of the team."

To read the full profile, visit IDG Central at www.idgcentral.com.

One on one

continued from page 3

at low risk. This technique merges two or more traditional technology categories together with a services component. Instead of software-as-a-service and utility computing, think cloud computing. Instead of Web services and EAI [enterprise application integration], think SOA. The result is greater value to the customers that implement the approach (our audiences), higher revenues and margins for our vendor partners, and, most important, new, incremental revenue to the IDG brand. We typically use this strategy around a new face-to-face event or, increasingly, a virtual trade show.

Q **What are the four components to the market maker strategy?**

A 1) Trend Spotting (vendor outreach, look at past coverage, primary research to test assumptions). 2) Market Validation (launching events and online products directly around these new topics). 3) Position Establishment (allowing vendors in these emerging segments to align, differentiate and show advantage). 4) Lead Generation (driving near-term demand both on-site at an event and across a variety of online vehicles).

Q What are some examples of market maker categories?

A The approach initially drove the creation of events around SOA, Virtualization and Enterprise Data Protection and has evolved into a variety of multimedia products around these topics. For FY09, InfoWorld is outreaching to key vendors around six themes: Cloud Computing; Supply Chain Revolution (how IT can help reduce costs despite rising energy costs); Intellectual Property Threats (managing company secrets globally); Green "talk" (telepresence and collaboration); Outsourcing for Strategic Advantage; and Beyond the iPhone. CW and IT World approaches will focus on the unique aspects of their respective brands, leveraging their unique audience trends and preferences.

Q Describe the typical prospect for a market maker program.

A Prospects typically are VP or higher decision makers at key clients (rarely agencies), often identified by our integrated sales teams. The process is based less on "playback" and more on outlining the risks to new technology approaches and weighing that against a vendor or market's benefit. We move forward with a topic once we obtain an underwriter and that vendor's commitment to bring in partners at an agreed upon revenue level. However, these programs are nearly always IDG-driven, and we also have the opportunity to bring in competitors, increasing revenue and margin.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

21

Rune Antonsen *IDG Norway*

20

Frank Gens *IDC*

19

Anne Nickinello *Network World*
Marco Tennyson *Nuov@Periodici Italia*

18

Stephan Scherzer *PC World*

16

Martin Kybal *IDG Czech*
Vera Batorova *IDG Czech*
Ahlert Hysing *IDG Norway*

13

Beth Kamoroff *PC World*

15

Gunnar Astrup *iDG Norway*

12

Jitka Vyhlidkova *IDG Czech*
Frank Johnsen *IDG Norway*
Lars Goransson *IDC Canada*

11

John Dooley *Network World*
Petr Mandik *IDG Czech*

10

Robyn Patrick *IDC*
Kevin Dunne *IDC*

9

Hanh Nghi *IDG Corporate Sales*
Sabrina Teteau *IDC France*
Tracy Floyd *IDC*
Jan Zhang *IDG China*
Beate Woehe *IDG Germany*
Alicia Langer *PC World*
Melissa Perenson *PC World*

8

Joann Terrio *IDG*
Esther Macias *IDG Spain*
Andrzej Gontarz *IDG Poland*
Mikael Lindkvist *IDG Sweden*
Alexandra Heymowska *IDG Sweden*

7

Barbara Fassiadou *IDG Germany*

6

Libor Vacata *IDG Czech*
Eric Haruki *IDC*
Bill Zhang *IDG China*

5

Akihiko Otsuka *IDG Japan*
Pavel Louda *IDG Czech*
Alfredo Illanas *IDG Spain*
Cathy Cheng *IDG China*
Hans Perry Farvik *IDG Norway*
Alexandrina Boariu *IDC Canada*
Matt Lawton *IDC Canada*

4

Maryanne McKnight *IDG World Expo*
James Cui *IDC China*
Mun-Heng Gee *IDC Singapore*
Christina Briscoe *IDG Global Solutions EMEA*
Lukas Erben *IDG Czech*
Robert Parker *IDC*
Gayle Stokes *IDC Canada*
Sidney Shuman *GamePro Media*
Robert Schultz *Mac Publishing*

3

Christopher Fauble *IDG*
Patrik Bihammar *IDC Australia*
Holly Fung *IDC Hong Kong*
Sharon Hsueh *IDC Taiwan*
Hideo Wada *IDC Japan*
Neil Michael *IDG Global Solutions EMEA*
Nick Sundby *IDC U.K.*
Anne Rechain *IDG Spain*
Pam Washek *IDC*
Eric Newmark *IDC*
Michael Steinbrueckner *IDG Germany*
Mary Atchison *GamePro Media*

2

Justine Wallace *Network World*
Sherrie Brogan *IDG*
Thomas Lupien *IDG*
David Baron *IDG Connect*
Lorraine Minogue *IDG*
Sudheer Gundanna *IDC India*
Chris Jager *IDG Australia*
Sonia Aversa *Now! Digital Business*
Monika Ludwis *IDG Poland*
Alicia Dowdell *IDC*
Ebenezer Obeng-Nyarkoh *IDC*
Jake Wang *IDC*
Barbara Liang *IDG China*
Jerry Yan *IDG China*
Niklas Sandberg *IDG Norway*
Kennth Løvlien *IDG Norway*
Robert Sierra *IDC Canada*
Steve Yang *IDC Canada*
Christopher Manners *PC World*

1

Andreas Udo de Haes *IDG Netherlands*
Kaoru Fukuda *IDC Japan*
Maria Bendikova *IDG Global Solutions EMEA*
Saad Ghobrial *IT World Canada*
Mike Kisseberth *PC World/Mac Publishing*

Any business unit wishing to have its employees' anniversary dates listed in this column may send information to world_update@idg.com.

IDG Training Blog

Recent post focuses on social media resources

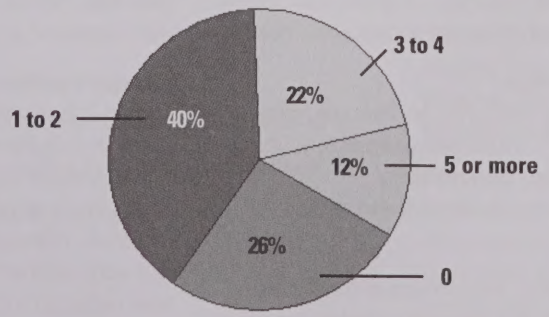
*Director, Training and Development **Laurie Butson** writes the Training Blog on IDG Central. An excerpt follows:*

We're offering a class called "Social Media Crash Course" in November in both Framingham (11/4) and San Francisco (11/19). This is a 3-hour session that is geared to those who'd like to, literally, get a "crash course" in this exciting area. This course is being taught by Paul Gillin (a former IDG employee) who does content consulting, writing and speaking about social media and online publishing.

Paul Gillin has a Web site (www.gillin.com) that is chock-full of good stuff.In particular I want to point you to his "Useful Stuff" section (see the tab on the home page), which leads to "All About Social Media" (nine items) and a variety of newpaper articles (46 items).

Question of the Week for Sept. 29

How many cups of caffeine do you have during the work day?



Log on to www.idgcentral.com to vote on this week's question: **Have you shifted any of your personal finances in the last few weeks as a result of the Wall Street/U.S. fiscal crisis?**

celebrating 10!

Name
Adam Jadczak

Home
Warsaw, Poland

Joined IDG
May 1996, as a journalist at Computerworld.

Career path since joining IDG
In 1999 I became News Editor and in 2003 I was named Executive Editor. In 2007 I became Deputy Editor-in-chief for Computerworld Poland as well as Executive Editor of MSPStandard, a new quarterly publication for small and mid-size companies.

Three things I do in a day's work
I make a few phone calls looking for a new story or meeting, assign and edit new articles for online and print, and, unfortunately, also some office work.

Most challenging part of your job
After 12 years of experience, nothing is impossible!

Best part of your job
Even though I'm no longer a full-time journalist, I still enjoy most the time I spend meeting new people and finding interesting stories.

Latest accomplishment
Creating the quarterly magazine MSPStandard. Small and mid-size companies now need information and education on the same level we were providing 10 years ago for big enterprises with Computerworld.

Memorable moment at work?
A person I was interviewing for a story asked me to have an alcoholic drink with him at 8 a.m.

What's kept you at IDG for 10 years?
Good team and atmosphere, and an interesting job that has continued to evolve during these 12 years.

One thing you've learned during your tenure at IDG
I've learned lot of things, for example how to manage a team of people, how to use Quark and In-Design and what a good Web site should look like.

Interests outside the office
Each morning before work I try to swim or I play tennis with my coach. I also like sociology, scuba diving, snowboarding, photography (www.flickr.com/photos/ajadczak/sets/) and travel.

Dream destination
New Zealand, Australia, Mozambique — all countries where I could scuba dive with whales.

First job?
My first real one was as a journalist at the biggest Polish daily—Gazeta Wyborcza.

Computerworld Poland's ***Adam Jadczak*** *was the guest of IDG Chairman* ***Pat McGovern*** *at a luncheon at the Restaurant Belvedere in honor of his decade-plus service to the company.*

What it taught you?
I learned how to write a good article and how to find the information needed to do this.

Most prized possession
My only possession is my flat in the center of Warsaw and some stuff inside it. I'm not very good at saving money, which I like to spend on my family and my friends who are most important to me.

Favorite gadget
My dive watch.

Luxury item you can't live without
I don't know if it's luxury item, but it is my Yonex tennis racquet.

Your last meal would be
I like Thai cuisine, but it would be Italian — sirloin with bottle of good Brunello di Montalcino.

Manager's profile
"Adam has a unique ability to transform complicated and challenging tasks into a simple set of activities needed to get a project done. He has a very strong work ethic. Since Adam is my deputy, his job combines managerial and editorial duties. He writes and edits tons of words, articles and pages. Somehow between writing a story for Computerworld or editing someone's else article, he remains a great colleague who you can always rely on."

— Krzysztof Frydrychowicz, editor-in-chief, Computerworld Poland

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

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Trino Ramos *Hispanic American Publishing Group*
Karen Ren *IDG China*
Piper Sheer *IDG Communications*

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 Web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG also publishes more than 300 magazines and newspapers in 85 countries. IDG's media brands include CIO, CSO, Computerworld, GamePro, InfoWorld/TechWorld/TecChannel, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, E for All, Storage Networking World and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events. More details at http://www.idg.com.

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WWW.IDGCENTRAL.COM

10-year veteran Davy Adams takes over at IDG Australia

Davy Adams *began his IDG career as a sales executive.*

Following the recent retirement of IDG Australia Managing Director **Don Kennedy** (see IDG World Update, July 14, 2008), Deputy Managing Director **Davy Adams** has been tapped to fill the position.

Adams began his IDG Australia career in 1998 as a sales executive with Computerworld and CIO, becoming Computerworld publisher in 2001, IDG Australia VP, Enterprise in 2004 and deputy managing director in 2007. "Most deputies end up shot in the movies, so I was relieved to make it through unscathed," he said.

> *"Most deputies end up shot in the movies, so I was relieved to make it through unscathed."*
>
> *— Former Deputy Managing Director Davy Adams*

"Over the past several years, Davy has been one of the driving forces in moving us from being primarily a print publisher to becoming an online company while still preserving our traditional print titles where feasible," Kennedy said. "He is agile, innovative and a superior manager. He is also a great businessman with strong relationships with our top clients. I am really looking forward to watching IDG Australia grow and adapt in new and exciting ways under Davy's leadership."

Asked about IDG Australia's near-term challenges, Adams said, "Our primary objective in 2009 is to make sure our online databases are the best in the Australia. In an era in which ad networks are offering abundant, cheap CPM, we need to be sure that we can deliver measurable value to our advertising partners, whether that be through leads or event attendees. If we can consistently deliver there, then we can leverage that to justify our online environment's audience value — our webinars and microsites are doing particularly well — and ensure that we get the lion's share of their above-the-line marketing spend."

An even more immediate challenge for the company is relocating to new office space. "Our building was sold so we're using the opportunity to move closer to our clients and closer to where the majority of our employees live. As you can imagine there's a mountain of work that goes with that, thankfully being expertly managed by our indispensable IT & Operations Manager **Andrew Glassock**."

Outside the office, Adams said he spends a lot of time with his family and friends and "keeping up with the relentless demands of Facebook status updates."

Contact Adams at davy_adams@idg.com.au.

CW sales teams key on success strategies for a down market

Team-building activity strengthens relationships, helps employees give back

How to sell competitively, strategically and efficiently in a down market was the theme of Computerworld's annual sales meeting held earlier this month in Boston. Thanks to an innovative team-building activity, participants not only strengthened working relationships with colleagues with whom they may not interact regularly but ended up making a positive contribution to the local community.

> *"This year's CW sales meeting was the best I've participated in during my time at IDG."*
>
> *— Matt Sweeney, CW president and CEO*

Some 40 members of Computerworld's sales and marketing staffs from its print, online, events and custom publishing groups spent the first two days of the new fiscal year sharing information and exploring ways to work together to serve client needs in an increasing challenging market.

Key elements of the agenda included:

- Increasing the level of collaboration throughout the different sales teams representing the Computerworld portfolio.
- Building strategies for presenting comprehensive opportunities to clients throughout FY09.

continued on page 5

Inside this issue

World Expo earns CEBA, IAEE awards *page 2*

Computerworld Poland hosts IT Leaders gala *page 2*

One on one: IDG Communications CEO Bob Carrigan *page 3*

E For All matches gamers with game companies *page 4*

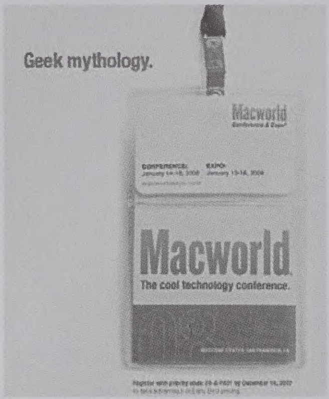
Twelve winners named in IDG Calendar Contest *page 7*

Celebrating10! CCW Group's Wang Yanjun and CEOCIO's Hu Mingpei *page 8*

in brief newsworthy

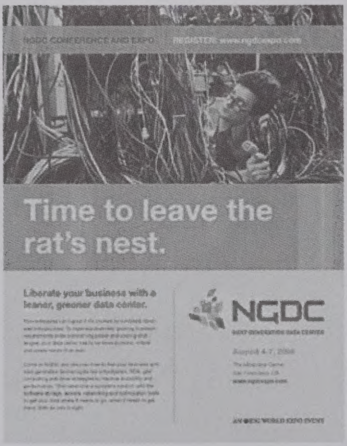
IDG World Expo earns advertising, exhibition promotion awards

IDG World Expo recently won two awards for exceptional advertising and exhibition promotional materials.


Geek mythology.
Macworld
Macworld
The cool technology conference.

The tagline on another ad for Macworld Conference & Expo was "Break Conventions."

On Oct. 1 American Business Media presented its 13th annual Creative Excellence in Business Advertising (CEBA) awards at Lincoln Center in New York City. World Expo won Best Advertising Campaign for its "Badges" ad that appeared in Macworld magazine prior to the 2008 Macworld Conference & Expo, a World Expo event, in January. The company competed in the division for media budgets of up to $100,000. IDG World Expo VP/Marketing **Linsy Reese** and former marketing manager Sarah Hindmarsh worked on the campaign with agency DMNA.


Time to leave the rat's nest.
NGDC

"The CEBA Awards are the gold standard of creative excellence against which advertisers and their campaigns are measured," said IDG World Expo CEO **Mary Dolaher**. "These awards attract hundreds of excellent submissions from the top advertisers in the country, so to have been selected as launching one of the best campaigns of 2008 is quite an honor."

In September, the International Association of Exhibitors and Events recognized World Expo in its Art of the Show competition, which drew more than 158 submissions and recognized 35 first-place winners. World Expo won the single piece print advertising award category, in the under 50,000 square feet of exhibit space division, for its promotional materials for Next Generation Data Center. Joe O'Hehir Design was the agency, assisted by the event's former marketing manager, Briana Pontremoli.

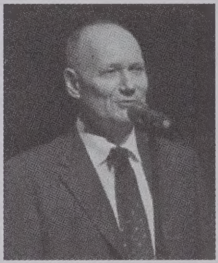
It was the first time World Expo had won an award in either competition.

Write to IDG World Expo Public Relations Manager ***Charlotte McCormack*** *at charlotte_mccormack@idg.com.*

Computerworld Poland hosts 12th annual IT Leaders awards program

Computerworld Poland's annual IT Leaders gala is well-known in the local IT community as a classy, "must-attend" event, and the 12th edition of the awards ceremony did not disappoint.

Five hundred attendees, including sponsors and honored leaders, gathered in the prestigious National Theater in Warsaw on Sept. 25 to salute the 15 finalists and eight winners of the program that recognizes companies and institutions that have implemented outstanding IT projects.



IDG Poland Managing Director ***Kazimierz Szot*** *welcomed the guestss at Warsaw's National Theater.*

A jury of CIOs, association executives and other experts led by Computerworld Poland Editor-in-chief **Krzysztof Frydrychowicz** chose the projects based on organizational excellence, innovation, coherent strategy and IT's impact on increasing business value. IDG Poland teamed up with Ernst & Young for the first time to prepare a new questionnaire, adding to the professionalism of the review process.

Microsoft and Hewlett-Packard signed on sponsors; SAAB was a special sponsor and five other companies sponsored specific contest categories.

Computerworld Poland Editor-in-chief ***Krzysztof Frydrychowicz*** *(right) announced the IT Leader awards, assisted by Grazyna Torbicka (left), a well-known Polish television personality.*

Earlier in the day, 100 IT executives attended a leadership conference for CIOs that included the awards finalists.

"The Polish IT market knows that we set a high standard with the IT Leaders event, and we don't have any close competition in this area," said IDG Poland Events Manager **Przemyslaw Gamdzyk**. The business unit teamed up with a new event firm this year that managed the music, lighting, visual treatments and presentation screen, elevating the evening's artistic quality.

Write to Awards Coordinator ***Aniela Bojarzynska*** *at aniela_bojarzynska@idg.com.pl.*

Meeting presentations on IDG Central

The IDG Enterprise and Consumer Product Line Meeting will be held in Lisbon Oct. 19-22. Be sure to request an IDG Central password to access the meeting presentations and other resources that will be posted in the IDG Global Meetings section of the site.

If you don't yet have a password to take advantage of IDG's intranet, request one at www.idgcentral.com.

the interview

one on one

Bob Carrigan
The CEO of IDG Communications is this week's columnist. Reach him at bob_carrigan@idg.com.

"While the climate is tough and IDG is not impervious to downward cycles in the media sector, I want to remind you that we are very well positioned. The sky is not falling! We will take measures to manage costs, but we should continue to invest in our Web-centric mission."

Q How will the turmoil in the world financial markets affect IDG?

A We are already seeing an impact in our Q1 advertising results. Fear and uncertainty are in the air right now, which is never a good environment for advertising. Advertisers are shifting dollars to performance-based media where they can get a clear ROI and build sales leads. So it's no surprise that we are seeing an accelerated drop-off in our worldwide print advertising revenues in Q1 when compared to prior year. It is absolutely imperative that we continue to develop more lead-generation and ROI-based solutions for marketers.

Given the lower ad spending forecasts, it makes sense that we put a focus on cost management. Most of our business units are already implementing contingency business plans.

While the climate is tough and IDG is not impervious to downward cycles in the media sector, I want to remind you that we are very well positioned. The sky is not falling! We will take measures to manage costs, but we should continue to invest in our Web-centric mission. We are lucky to be in the tech sector, which is a hugely important and dynamic industry on a worldwide basis. My advice to everyone is to focus on what we can control: outperforming the rest of the media market.

Q Can you give us an update on the growth of IDG Communication's online business?

A On a worldwide basis, IDG is up 20% in online advertising revenue growth in fiscal year 2008 through August, which is very solid growth. I always encourage our country managers to look at their respective online growth compared to in-country competitors in order to benchmark our performance. The IAB [Interactive Advertising Bureau] just released growth figures for online advertising spend for the U.S. from January to June 2008 compared to the same period in the prior year. The IAB said that overall spend during that period was up 15.2%. IDG Communication's U.S. revenue was up 27% during that period. Again, our goal is to outperform the market.

Q What are the key priorities and business goals for IDG Communications in FY09?

A We have several priorities:

1. Our biggest priority is for each country/business unit to build robust end-user databases, which is essential for opportunities in areas such as lead generation and events. Users will continue to demand more customized information and in turn, we need to earn their permission to deliver that information with highly targeted commercial offerings from our advertising/sponsor customers — or for a subscription fee from the end users. Our business is fast becoming a database-driven business.

2. We must aggressively expand our online audiences. This is a multifaceted goal that encompasses areas such as content syndication, being first and most comprehensive with breaking news, building community, improving SEO strategies, developing more highly targeted newsletters and other information services, launching new sites, etc. It's a long list that requires the full focus of the majority of our employees, which is essential to fulfilling our web-centric mission.

3. Marketers are shifting more dollars to events, but many are developing their own events that are focused exclusively on their customers. We need to get ever more creative with developing custom, regional and other new events (including virtual) to continue our growth in the events space.

4. We must develop more performance-oriented solutions for marketers while we drive up our online page yields. Again, this involves many layers, from lead generation solutions to providing performance reports for marketers to deploying yield and inventory management tools and differential pricing to optimize our revenue. We must also drive up our integrated and custom programs, which leverage our online, print and events properties — a key advantage for IDG Communications.

5. Especially in these times, we must manage print for profit, not for growth. Our goal is to maintain year-on-year profitability from print so that it does not drain our profits and prevent investment in growth areas. This means that when print revenue is down, we must be religious in matching the decline with a proportionate cut in print-related expenses. Given that it is sometimes hard to react quickly to a decline in print revenue, we should err on the side of aggressiveness in reducing print-related expenses.

I will expand on these priorities over the coming months during my country visits and at our Global Product Line meeting in Lisbon later this month.

Employees are encouraged to send suggestions for columnists and questions they would like answered on this page. All questions will be passed along anonymously. Write to world_update@idg.com.

E for All matches gamers with game companies

Some 15,000 gaming enthusiasts, developers, retailers, students, media representatives and others involved in the video game industry descended on the Los Angeles Convention Center for the second E For All Expo Oct. 3-5.

Organized by IDG World Expo, the event provided attendees with a variety of ways to test-drive and purchase the latest video games and gadgets and attend a larger number of competitive video game tournaments and educational programs than last year.

"Nothing draws video game fans and builds excitement like giving them opportunities to play the latest games — and see the pros play as well — and to get their hands on the latest game products, " said IDG World Expo SVP/Strategic Communications & Event Development **Carolyn Rauch**. Among the new features at this year's event:

Crowds await the opening of the show.

- The U.S. national finals of the 2008 World Cyber Games event, the largest video game competition in the world, with more than 75 countries participating this year. Target and Intel also sponsored their own tournaments.
- Target, the official retail sponsor, set up a pop-up store in the middle of the expo floor, where the Wii Fit, just one of numerous games and accessories available for purchase, sold out in a day.
- A "Gaming Bootcamp: Learn from the Pros" where participants learned tips and tricks from experts, including GamePro Senior Editor **Sid Shuman**.
- Appearances by five of the industry's best-known gamers, which benefited a Los Angeles food bank. Visitors who wanted to challenge the pros were asked to donate a can of food, or make a cash donation, and more than 500 cans of food were delivered to the organization.
- Ground-breaking games from the well-established Indiecade independent games consortium.
- The addition of the Los Angeles International Children's Film Festival, which screened more than 70 animated and live action films and offered basic animation workshops to attendees. Admission was free for E For All attendees.

*GamePro Media Video Producer **Chris Parisi** (left) and Editorial Intern **Will Herring** make friends with one of the many video game characters roaming the show floor.*

- An education zone for approximately 600 high school students from the Los Angeles Unified School District. The students got a deeper understanding of video games and how they can be incorporated into their future careers from a variety of speakers — including Fatal1ty, the world's most famous professional gamer — who described their own personal experiences with video games.

GamePro Media developed and built the E For All site this year (www.eforallexpo.com), which was heavily promoted to the 40,000 registered members of the GamePro community.

"This provided immediate access to an established community and created ample opportunities for word-of-mouth and viral marketing efforts," Rauch said.

The site included a "Get the word out" section with downloadable widgets, wallpapers, instant messaging icons, screensavers and banners for fans to use on their sites and mobile devices, as well as branded clothing items and links to podcasts about the show and E for All Facebook and MySpace pages.

Admission pricing of $20 to $75 was based on one, two- or three-day tickets, with adult or child categories. Show prices along with entry to the Game Career Seminar presented by the industry group Game Developers Conference, which also participated in last year's expo, were $115 to $150.

More than 15 IDG World Expo staffers worked on the event, led by Executive Director **Pat Phillips**.

*Write to IDG World Expo Public Relations Manager **Charlotte McCormack** at charlotte_mccormack@idg.com.*

Coming up

Information Security &Business Continuity
An IDC Peru event
Oct. 21
Hotel Country Club
Lima, Peru
www.idclatin.com/events

IDC's IT Security, Storage and Business Continuity Roadshow
Nov. 5
Jumeirah Beach Hotel
Dubai
United Arab Emirates
www.idc-cema.com

Virtualization Executive Forum
An InfoWorld event
Nov. 5
Millennium Hotel
New York City
www.infoworld.com

Storage Executive Forum
A Computerworld event
Nov. 6
Millennium Hotel
New York City
www.computerworld.com

IDC's IT Security, Storage and Business Continuity Roadshow
Nov. 9
Four Seasons Hotel
Riyadh, Saudi Arabia
www.idc-cema.com

CIO: The Year Ahead Summit
A CXO Media event
Nov. 9-11
Loewes Coronado Resort
Coronado, Calif.
www.cio.com

Enterprise Mobility Seminar
An IDC Brazil event
Nov. 11
Hotel Pestana
Rio de Janeiro, Brazil
www.idclatin.com

IT Roadmap
Nov. 17
San Francisco
A Network World event
www.networkworld.com

Management Excellence Program
An IDG Corporate Training Program for emerging leaders
Nov. 18-20
Boston
Contact: laurie_butson@idg.com

More listings are available in the Events section on IDG Central.

CW sales meeting

continued from page 1

*Computerworld sales and marketing employees pose with the lucky recipients of their bike building effort. "I don't think there was a dry eye in the house," said **Rachel Eyres**, business development specialist.*

- Rolling out new programs and products.

The meeting got under way with two outside speakers — a VP/global account director from one of the largest agencies in the tech space who gave attendees an inside look at how its business has changed over the past few years, how their clients are reacting to challenging economic times and how their expectations of IT media organizations such as CW have changed as a result. A second speaker, the VP of worldwide marketing for one of the leaders in the business intelligence and performance management space spoke about the marketing function during and after being acquired by another company.

"This year's CW sales meeting was the best I've participated in during my time at IDG," said CW President & CEO **Matt Sweeney**. "Starting off the meeting with a conversation with two senior level clients set the tone for how and when to partner with IT marketers and their agencies. Their message will help us engage customers and prospects and then prove it with a report that shows ROI. The team-building exercise was unparalleled and should be adopted by other IDG business units. Building bikes and getting the chance to present them to deserving kids is something that we will not soon forget."

John Amato, VP, publisher of integrated program and events, selected the bike-building activity "because it incorporated a tremendous element of team building and synergy while also giving the team an opportunity to give back to the community," he said. "The exercise was intended to bring together different members of the sales organizations that wouldn't normally have the chance, to get to know one another in an atmosphere that involved good-spirited competition, the need to communicate and collaborate."

Attendees were divided into five groups and each group was charged with building two bicycles, explained Senior Sales Operations Manager **Dawn Cora**. "In order to obtain the tools, bicycles, helmets and missing parts, we had to answer a number of trivia questions which earned us tokens with which to 'buy' the items. The trivia questions ranged from IDG trivia to basic sports, TV, puzzles, and so on. After each bike was built it was take to a safety checkpoint in the room to ensure it was built correctly. The final assignment was to develop a 30-second commercial about their bikes and present it to the entire group.

Just prior to the end of the meeting, attendees were asked to step outside the meeting room where they were greeted by the excited children from the local Boys and Girls Club who would be the recipients of their hard work.

"I don't think there was a dry eye in the house, it was a really special moment," said **Rachel Eyres**, business development specialist. "It's easy to lose sight and take things for granted; we all need a little reminder from time to time about truly how fortunate we all are and what little it takes to give back."

"Many people on each team were new hires or a colleague I don't normally get the opportunity to interact with on a day-to-day basis. This exercise truly brought us together as a team and, in the end, put into perspective how very fortunate we are," said **Gregg Pinsky** VP, online publisher.

For more information, contact Dawn Cora at dawn_cora@computerworld.com. To learn more about Teambonding, the company that helped with the team-building exercise, visit www.teambonding.com.

Calling all photographers!

IDG World Update editors are looking to identify employees worldwide with access to digital cameras who are willing to serve as "on-call" photographers at their business units. If you would be willing to take an occasional photo of a newly hired colleague, an event happening at your office, or employees being profiled in a World Udpate story, please let us know! Write to world_update@idg.com.

noteworthy people

Promotions

CIO Regional Sales Manager **Kevin Ebmeyer** has been promoted to regional sales director. "Kevin's promotion is in recognition of his years of hard work, dedication and leadership within the CIO sales team," said **Bob Melk**, CIO publisher. "For the second year in a row, Kevin was named CIO's Salesperson of the Year. This award recognizes Kevin's efforts in a number of areas, including highest percent over budgeted goal, highest revenue in account month and largest number of integrated packages sold across the CIO portfolio." *kebmeyer@cxo.com*

Bethany Whiffin, previously sales operations coordinator, has been promoted to senior sales operations coordinator for **CIO**. "In her short tenure with the CXO Media sales team, Bethany has become an invaluable addition to our efforts," Melk said. "Working with [Senior Ad Sales Associate] Christine McKay on our Salesforce.com CRM systems and our new Fortune 1000 program development, Bethany has proved to be innovative, hard working and a great team player. Bethany is also the winner of CXO Sales Teamwork Award. This award, introduced last year, is given to an individual nominated by his or her sales peers who exemplifies the true meaning of teamwork — someone who collaborates, supports other team members, listens, gets involved, communicates and has gone above and beyond the call of duty. Bethany embodies what the Teamwork Award is all about." *bwhiffin@cxo.com*

New employees

PETER SHORT

Potterton

David Potterton joins IDC's **Financial Insights** division as VP of research for the Global Banking, Insurance, Capital Markets and Risk Management practices. He was previously VP and group manager for J.P. Morgan's End-to-End Business Review group. He holds a B.A. in economics and business management from North Carolina State University and a M.B.A. from Duke University's Fuqua School of Business in Durham, N.C. Outside the office he enjoys running, cycling and travel. *dpotterton@financial-insights.com*

IDG WORLD UPDATE

Gibson

Sandra Gibson is **InfoWorld**'s new VP and associate publisher; she was previously executive sales director of Ziff Davis's Enterprise online sales team. She studied business at Alameda (Calif.) Community College and is currently six years into restoration of a 100-year-old Victorian house ("We're doing all the work ourselves!"). She is also an avid gardener and enjoys skiing, snowboarding and camping. *sandra_gibson@infoworld.com*

Morra

Nuov@Periodici Italia's new advertising sales director is **Pino Morra**. He has nine years' experience as a sales executive with Rizzoli and Rusconi Hachette and was most recently business development manager for the Web company 24/7 Real Media Italy. He enjoys soccer, skiing, history, music and movies. *pino.morra@nuovaperiodici.it*

IDG WORLD UPDATE

Phan

Previously a freelance copyeditor and production assistant with **InfoWorld**, **Uyen Phan** joins the staff full-time as production editor. She previously worked at C|NET as a copyeditor and then assistant managing editor. She holds a B.A. in English from the University of California/Berkeley and enjoys music and travel. *uyen_phan@infoworld.com*

CXO Media recognizes outstanding sales performers at annual meeting

*Senior Sales Operations Coordinator **Bethany Whiffin** receives the peer-nominated CIO & CSO teamwork award from President & CEO **Michael Friedenberg**.*

CXO Media's sales team convened at the Hotel Viking in Newport, R.I., earlier this month to outline their strategy for FY09 and recognize employee achievements from the previous year. Awards were presented to the following:

- Teamwork Award (CIO & CSO): Senior Sales Operations Coordinator **Bethany Whiffin**
- CIO New Business Award: Online Regional Sales Manager **Erika Karr**
- CIO Print Marketshare Award: Regional Sales Manager **Ellie St. Louis**
- Online Salesperson of the year (CIO & CSO): Online Regional Sales Manager **Erika Karr**
- CIO Executive Council Development Manager of the Year: CIO Executive Council Development Manager **Mike Herrera**
- CIO Executive Council Relationship Manager of the Year: CIO Executive Council Relationship Manager **Kathy Mayer**
- CSO Salesperson of the Year: Sr. National Sales Director **Per Melker**
- CIO Salesperson of the Year: Regional Sales Director **Kevin Ebmeyer**

Get your copy of World Update via PDF each Monday

IDG employees can receive IDG World Update in a PDF format via e-mail. To request this service, write to world_update@idg.com. Current and archived PDFs are also available for download in the World Update section of IDG Central (http://www.idgcentral.com).

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

29
Lloyd Cohen *IDC*

20
Terri Schafer *IDC*

19
Javier Rodriguez *IDG Spain*

16
Debbie Winders
Enterprise Services Group
Joe Loiselle *IDC*

15
Carolyn Johnson *CXO Media*

14
William Manning *IDC*

13
Gerda Tausch *IDG Germany*
Yasuhiro Watanabe *IDG Japan*

12
Raymond Boggs *IDC*

11
Amy Lind *IDC*
Esther Ng *IDC Hong Kong*

10
Mark Anderson
Enterprise Services Group
Lars Vestergaard *IDC U.K.*

9
Nancy Wyatt *IDC*
Romolo Pusceddu *IDC Benelux*

8
Mike Hyjek *IDC Canada*
Jenny Elmqvist *IDG Sweden*
Darren Blatch *IDC U.K.*
Gary Duncan *IDC U.K.*
Matika Angkatavanich
IDG Global Solutions

7
Ai Collins *CXO Media*
Mónika Babinecz *IDG Hungary*
Andrea Bohn *IDG Hungary*
Erik Klefbom *IDG Sweden*

6
Steven Kempton *IDC*
Mirza Baig *IT World Canada*

5
Lisa Boles
Online Publishing Group
Ernest Lefebvre *IDC*
Federico Amprimo
IDC Argentina

4
Matt Goebel
Online Publishing Group
Stephanie Gelston
Online Publishing Group
Gábor Árokszállási
IDG Hungary
Judit Kovács *IDG Hungary*
Kristen McGillivray *IDC*
Hideki Ito *IDG Japan*
Leigh Gagin *IDG Connect*
Daniel Gallagher
Network World

3
Ellen Daly *CXO Media*
Monique Caron
Online Publishing Group
Hendrik Weins *IDG Germany*
László Bata *IDG Hungary*
Andreaz Engström
IDG Sweden
Vanessa Garcia *IDC Brazil*
Ross Catanzariti *IDG Australia*
Tracy Lv *IDC China*
Karen Zhang *IDC China*
Wendy Wang *IDC China*
Monali Guha Thakurta
Center for Consultancy & Research (India)

2
Kazuyuki Katayama
IDC Japan
Shunsuke Miyoshi *IDC Japan*
Amy Freeman *CXO Media*
James Barnett
Online Publishing Group
Ralitza Stoeva
Online Publishing Group
Pamela Heylin
Enterprise Services Group
Kelley Conley *IDC*
Andrew Siozon *IDG Sweden*
Michael Palma *IDC*
Guillaume Spriet *IDC France*
Carolyn Chen *IDC China*
Tony Hendrawan
IDC Indonesia
Andi Handoko *IDC Indonesia*
Swathi Swaminathan
IDC Singapore
Ramanujam Vedala
Center for Consultancy & Research (India)

1
Charlotte Staunton *IDG U.K.*
Michael Herrera *CXO Media*
Andrea List *CXO Media*
Sarah Gaskin *CXO Media*
Lawrence Fu *CXO Media*
John Fondnazio *CXO Media*
Stefanie Egan *CXO Media*
Chris Bresnahan
Online Publishing Group
Michelle Jones
GamePro Media
Eugene Kim *PC World*
Miriam Olsson *IDG Sweden*
Signe Lidén *IDG Sweden*
Joe Altria *IGS EMEA*
Elisabeth Banks *IGS EMEA*
Michiel van Blommestein
IDG Netherlands
Mette Wenøe *IDG Denmark*
Angelica Beare *IDC Philippines*
Adam DeMattia
IDG World Expo
Esther Deming *IDG World Expo*
Eric Herrero *IT News Info*
Marc Lavigne Delville
IT News Info

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Congratulations to the 2009 IDG Photo Calendar winners

The 12 photographs for the 2009 IDG Calendar, as selected by IDG employees who voted online earlier this month, are now on display via a link on the home page of IDG Central. More than 200 photographs were submitted.

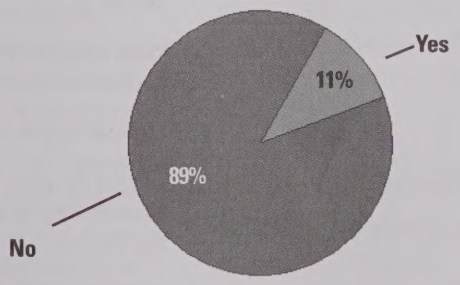
The winners are **Melanie Posey**, IDC (first place); **Karsten Weide**, IDC (second place); **Gary Anthes**, Computerworld (third place); **Christelke Agapito**, IDC Philippines; **Darren Bibby**, IDC Canada; **River Jiang**, IDG China; **Francisco Rowena**, IDC Philippines; **Nick Barber**, IDG News Service; **Sharon Machlis**, Computerworld; **Andrew White**, IT World Canada; **Charlotte McCormack**, IDG World Expo and **Andrew Hendry**, IDG Australia.

Congratulations to the following employees who each won a $50 American Express gift cheque in a random drawing of all 549 calendar voters: **Lisa Blackwelder**, InfoWorld; **Srivesta Shandilya**, IDG India and **Chris Fauble**, IDG.

Thank you to everyone who participated in the 25th annual calendar contest! Calendars will be distributed to IDG offices worldwide in late December. WU

Question of the Week for Oct. 6

Have you shifted any of your personal finances in the last few weeks as a result of the Wall Street/U.S. fiscal crisis?



Log on to www.idgcentral.com to vote on this week's question: **What method of transportation do you spend the most time on to get to work?**

celebrating 10!

Name
Wang Yanjun

Home
Beijing

Joined IDG
April 1, 1998

CCW Group's ***Wang Yanjun*** *and IDG Chairman* ***Pat McGovern****.*

Career path since joining IDG
April 1998-May 2002, Accountant, Financial Department, China Computerworld Publishing and Servicing Group (CCW Group); June 2002-November 2007, Financial Manager, CCW Group; December 2007-present, Financial Manager, CCW Group

Most memorable time at work
Working during the SARS epidemic while wearing masks.

What's kept you at IDG for 10 years?
China Computerworld has a wonderful culture and an opportunity for people to develop. I feel I am part of it, and my work is full of challenges.

Most challenging part of your job
Trying to find ways to be innovative during the course of ordinary daily work.

Favorite way to work off stress
Listening to music.

Interests outside the office
Badminton

Family
My husband Ji Feng and my 17-year-old son Wang Yunming.

If you won the lottery tomorrow, you would...
Taking vacations immediately.

Favorite vacation spot
Venice.

Your idea of a perfect day alone?
A day spent either in the woods or the seaside, sitting in the soft sunlight, sipping a cup of tea and reading a book.

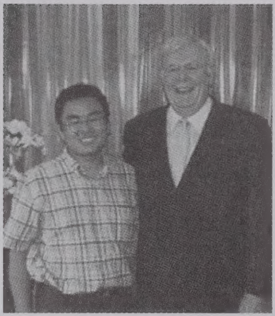
Manager's profile
"Ms. Wang Yanjun works very hard and is quite experienced in accounting. She's also an accomplished project manager and team player. She is loyal and dedicated to the group."

— Liang Jiyou, vice president and financial controller, China Computerworld Publishing and Servicing Company

Name
Hu Mingpei

Home
Beijing

Joined IDG
July 13, 1998


CEOCIO's ***Hu Mingpei*** *and IDG Chairman* ***Pat McGovern****.*

Career path since joining IDG
July 1998-January 2000, reporter, CEO & CIO China; February 2000-January 2002, editor, CEO & CIO China; February 2002-January 2004, column chief editor and Assistant to the Editor-in-Chief, CEOCIO China; February 2004-present, Deputy Editor-in-Chief, CEOCIO China

Most memorable time at wok
When we celebrated the 10th anniversary of our magazine in March 2008.

What's kept you at IDG for 10 years?
I love our team.

Most challenging part of your job
Having new ideas.

Of what accomplishment at work are you most proud?
I've grown up together with CEO CIO China together .

What talent do you wish you had?
Be ever-victorious at the stock market.

Favorite way to work off stress
Sleeping

Favorite item on your desk?
My iPhone.

Interests outside the office
Seeing movies and reading books.

Family
My wife Xu Yongmei and my 4-year-old daughter Hu Xinran.

Favorite vacation spot
The Maldives

Retirement dreams?
Traveling around the world.

Manager's profile
"Hu Mingpei is in charge of the interior administration and quality control of our magazine. He is consistently very responsible and capable."

— Liu Xiangming, publisher and editor-in-chief, CEOCIO China

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Aniela Bojarzynska *IDG Poland*
Dawn Cora *Computerworld*
Charlotte McCormack *IDG World Expo*
Chris Parisi *GamePro Media*
Carolyn Rauch *IDG World Expo*
Karen Ren *IDG China*
Sid Shuman *GamePro Media*

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 Web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG also publishes more than 300 magazines and newspapers in 85 countries. IDG's media brands include CIO, CSO, Computerworld, GamePro, InfoWorld/TechWorld/TecChannel, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, E for All, Storage Networking World and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events. More details at http://www.idg.com.

IDG World Update

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WWW.IDGCENTRAL.COM

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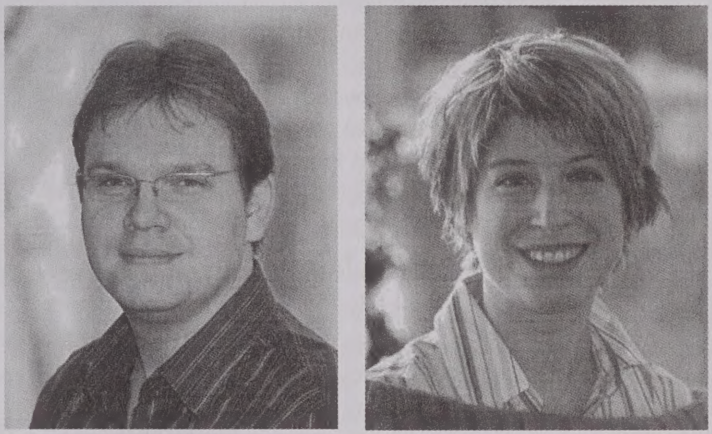
Cartoon caption contest winners *page 8*

Celebrating 10! CEOCIO China's Zhang Peng *page 8*

Group drives ancillary revenue for IDG Germany's game titles

Game-focused seminar series for retail chain employees latest addition to lineup



Dirk Steiger** and **Stefanie Kautschor** are two of the three members of the special projects group at IDG Entertainment. Working with them is intern **David Englmeier.

As Senior Manager Special Projects at IDG Entertainment Media GmbH in Germany, **Dirk Steiger** is responsible for numerous projects that generate revenue for the business unit beyond its core GameStar and GamePro product lines.

His group, which consists of **Stefanie Kautschor**, special projects trainee, and **David Englmeier**, an intern, produces the bi-monthly World of Warcraft magazine; calendars tied to the GameStar, GamePro and World of Warcraft brands; a new series of seminars for Germany's biggest consumer electronics retail chain; and a Web-based video program called Server Down Show. The group's newest project is a soon-to-be released high-end documentary about the history of the video game industry.

Steiger, who has been with IDG for six years, is serving as the project lead for the upcoming "History of Video Games" documentary. Currently planned to include 10 episodes, he said the first is nearing completion and will be used to offer the documentary to different German TV stations. The project covers the evolution of the international videogame industry starting in 1938 up to the current generation of games and online phenomenons like World of Warcraft. Famous pioneers of the industry as well as popular

continued on page 4

New on IDG Central

IDG Communications CEO **Bob Carrigan** addresses questions related to IDG's ability to adjust to the current global economic situtation in a 20-minute podcast. Visit www.idgcentral.com

IDG Knowledge Hub plans enhancements for marketers

During the six months it has been up and running, IDG's Knowledge Hub has established itself as a central online resource for U.S. tech marketers to learn about IDG brands and company initiatives and keep up with trends and news in the media, marketing, technology and advertising industries.

The sales and marketing team at IDG Communications, which manages www.idgknowledgehub.com, recently assessed the program's success thus far and has set their sights on several new goals over the next few months as the program continues to evolve.

As part of a presentation this month to update participating business units on Knowledge Hub's progress, IDG Corporate Sales SVP/Sales & Marketing **Matthew Yorke** noted that IDG competes with many media companies, some that are targeted and some that are aggregating audiences via networks or generalist content.

"We've put in place the building blocks that show we're a great media company that can aggregate audiences — we can play that game — but also be very targeted," he said. "We can offer high-value branded environments and then micro target those audiences by combining IDG sites with IDG TechNetwork. Knowledge Hub's theme — engagement matters — neatly captures everything about IDG's reach and expertise. People are consuming the various content assets we generate, including print, online, webcasts and events. We have the brands, and we're trying to project the sum of the parts. That value is far more compelling than just a simple network buy. Knowledge Hub positions us in a very good space."

continued on page 2

Hub stats

To date, the marketing efforts for IDG Knowledge Hub have generated 21,691 page views, 8,378 unique visits and more than 700 registered users.

All of these measurements, including time on site, are improvements over the combined results of the earlier Iceberg and IDG MarketFusion campaigns.

Knowledge Hub features a variety of content

The IDG Knowledge Hub site represents all of IDG's U.S. media properties and includes:

- IDG initiatives such as the lead-generation programs IDG Market Fusion and IDG Connect and the IDG TechNetwork (IDG's online media and advertising network).
- Research about and for enterprise and consumer tech buyers and sellers.
- Trends and issues covered in news and feature stories identified from sources around the Web, IDG, IDC, media outlets and trade associations.
- Blogs by IDG and IDC executives on lead generation, behavioral targeting, lead scoring and lead quality, the power of the Web and the future of mobile, and where tech marketing and sales are headed. Contributors include IDC Research VP/Executive Advisory Group **Michael Gerard**, IDG Connect General Manager **Frank Cutitta** and Senior Mobile Strategist **Colin Crawford**.
- Customer stories showing how the use of multimedia and research contributes to a company's image, credibility and business success.
- A "Working with IDG" section with links to IDG media, research, event and list resources covering information on advertising and marketing programs, how to arrange product reviews, editorial contacts and calendar information across brands.
- A calendar of events inside and outside of IDG.

More details about Knowledge Hub can be found in the IDG Central version of this article.

Knowledge Hub

continued from page 1

Knowledge Hub can be publicly accessed but registration is required to download items such as an IDC white paper executive summary or a Network World study on what causes an organization to replace an existing vendor. A user needs only to register once, and leads go into a database and are used to to promote Knowledge Hub updates and other activities.

Much of the marketing of Knowledge Hub has been though AdAge.com and BtoBonline.com via means such as banner ads and daily e-mail alerts. IDG is the only media company represented on AdAge.com's Market Intelligence Center with a microsite that highlights and links back to as many as 10 resource assets in Knowledge Hub.

Over the next few months, a number of enhancements are planned for the program. Among them:

- As a step toward increasing the use of multimedia throughout the site —and to increase visitors' time on site — an IDG Knowledge Center launched last week featuring videos with IDG employees who can convey useful information for marketers. For the first two interviews, IDG Research Services VP/General Manager **Janet King** outlines what kind of research her group offers and how the results can be used by tech vendors for sales and marketing programs, and CIO Publisher Emeritus **Gary Beach** talks about recent CIO research with IT professionals who identify what they value in vendor sales people and how the sales people can enhance their customer interactions.

- Regular monthly delivery of a Knowledge Hub e-newsletter, which began in September. It will be sent to all 700-plus Hub registrants as well as an IDG media clients and prospects list of more than 3,000 names. It includes content from most U.S. business units and some third-party content.

- Ensure that the site is fully optimized for search engines.

- Enable the site's interface to be clearly read through any mobile device.

- Complete creative and text for a new advertising and marketing campaign.

Digital Marketing Manager **Teresina Cardamone** said contributions from the U.S. business units — such as blog entries, content from marketing newsletters and RSS content feeds — have been essential to the Knowledge Hub's success and have resulted in traffic directed back to the brands' sites.

IDG WORLD UPDATE

Several representatives from IDG business units gathered in Framingham, Mass., recently to get an update on the IDG Knowledge Hub program. (From left): IDG Communications intern ***Paige Salvia****; IDG Corporate Sales SVP/ Sales & Marketing* ***Matt Yorke****; IDG World Expo Public Relations Manager* ***Charlotte McCormack****; IDG Communications Director, Communications & Marketing Programs* ***Howard Sholkin****; CXO Media Senior Director, Marketing Communications* ***Sue Yanovitch****; IDC VP/ Executive Advisory Group* ***Rich Vancil****; Network World Marketing Director* ***Donna Pomponi*** *and IDG Communications Digital Marketing Manager* ***Teresina Cardamone****.*

"Encourage your sales people to promote Knowledge Hub in their marketing materials, e-mails and conversation with clients," she said during the recent meeting with business unit representatives. "Think about what content you have that we can promote on the site, in the monthly e-newsletter or on the Ad Age microsite."

IDG Research Services has been conducting an image survey this month among tech marketers and ad agency pros asking them about their experiences with tech media companies. Respondents are shown an image from the Knowledge Hub campaign and asked if they recall the marketing program.

The IDG Communications team's hope is that 50% of responders will associate the IDG brand with Knowledge Hub, which would be double the result of the follow-up survey to the much smaller "Iceberg" campaign late last year, which touted IDG's online network.

"Knowledge Hub is good exposure for IDC, especially for my research area, which is an advisory for senior marketers," said IDC VP/Executive Advisory Group **Rich Vancil**. "It should help us to get beyond our core audience. And going into 2009, marketers of all stripes are going to have to be smarter and savvier than ever!"

To contribute content (event information, blog entries, podcasts, webcasts, research and/or news) that would fit Knowledge Hub's target audience (tech marketers and agency buyers) contact ***Howard Sholkin****, howard_sholkin@idg.com or Teresina Cardamone, teresina_cardamone@idg.com.*

WU

the interview

one on one

Graeme Muller
The managing director of IDC Pacific (Australia/New Zealand) is this week's columnist. Reach him at gmuller@idc.com.

Q What are the effects of the global financial crisis on the Australian/New Zealand economy in general and on IDC's business in particular?

A Both Australia and New Zealand are certainly feeling the effects but thankfully not to the same degree as the U.S. and other parts of the world. However, this is a global crisis, and we have global customers so we fully expect to feel the belt tighten in the coming year. New Zealand is heading into a government election soon, and the focus there is very much on the economy with all metrics heading the wrong way. Meanwhile, Australia has benefited from a strong mining sector supporting China's growth, but there is now real concern. Across ANZ, IDC has seen a reduction in spending from large multinational clients such as HP and IBM as 2008 has progressed while the local telcos spend more.

Q What are you doing to prepare for these uncertain economic times?

A We have been preparing for tougher times for the past eight months, looking for ways to drive new revenues while decreasing costs. We have bolstered the sales team and spread geographically into Canberra for the government sector. We also now have staff in Brisbane, Melbourne and Wellington as well as Sydney, Auckland and Canberra. To reduce costs we have moved four of our analyst roles to Kuala Lumpur where we are building a team of junior analysts to support traditional market tracking work.

Q What are the growth trends in the IT market in your region, and how does that measure up to the rest of Asia/Pacific?

A The IT market in ANZ is very mature and growth across ICT spending has slowed to about 2%.There are a few hot spots such as handheld devices and wireless data both growing in the mid-teens, however most of the focus on AP tends to be on the huge markets of China and India or the rapid growth of places like Vietnam. While ANZ may not be growing as fast as other parts of AP it still accounts for 8.7% of the region and is the second biggest market behind Japan and China, 29% bigger than India.

Q What is the mobile market like in New Zealand, and how does it compare with Australia?

A The mobile market is restricted by its duopolistic competitive nature in New Zealand. Mobile voice and data prices remain high, and local market innovation has lagged compared to other developed countries. Having said that, the market is poised for substantial change over the next few years. Both carriers are investing heavily in HSPA networks, and at least one new carrier is likely to enter the market, along with a number of mobile virtual network operators. Improved infrastructure and increased competition is the catalyst required to narrow the pricing and innovation gap between New Zealand and other mature mobile markets. Australia on the other hand has strong competition and a large incumbent, Telstra, with a world-leading network.

Q What kinds of event programs do you organize, and what are the key considerations you follow to make them successful?

A Across ANZ our conference business accounted for 13.4% in FY08, up from 9.2% in FY07. We have grown this business with three strategies — focusing on Insights events, a few large conferences and custom events. Initially, to help drive brand exposure for Insights businesses (but now profitable in themselves), we ran roundtables or retreats for small groups of executives throughout the year under each Insight brand. For conferences we collaborate with IDC AP to support two or three region-wide road shows and run a flagship CIO Summit in both countries with partners (IDG Australia). The third strategy has been to provide custom events for our large clients and effectively allow them to outsource their events activities to IDC.

Q What challenges does IDC face in the region in the next year or so?

A Like the rest of the world we are probably going to have to manage our business in a recession and with many clients looking for ways to reduce their costs we have to stay alert and nimble. Add to this the expectation of real-time information with more analysis and recommendations we will need to find new ways of collecting and disseminating our data, freeing up our senior analysts for more consulting and commentary. This will require changes in the business model of IDC AP and the tracker products in order to meet these changing customer requirements.

Q To what extent do you collaborate with other IDC offices in the Asia/Pacific region and IDG Australia?

A We used to have a close working relationship

continued on page 6

IDC Australia at-a-glance

Year established 1978
Number of employees 35 onshore (plus four offshore in Malaysia)
Web site www.idc.com.au
Most recent accomplishment After a year of restructuring, recruitment and office launches, IDC grew profits by 200% in Australia.

IDC New Zealand at-a-glance

Year established 1991
Number of employees 12
Web site www.idc.com/nz.
Most recent accomplishment IDC's New Zealand CIO Summit generated US$210,000 in revenues. The two-day event in August attracted 23 sponsors and more than 250 CIO delegates.

IDG Germany

continued from page 1

designers and well-known gaming personalities tell their stories and share their memories in exclusive interviews. "It's a timeconsuming and complex project," said Steiger, who oversees the schedule; works with freelancers on text, filming, design and art direction; and negotiates licensing rights for music and video footage. "But this topic has never been covered for our audience in the German language with local references, so it's very interesting and currently one of my favorite projects." Steiger said there are different business scenarios for this project including selling a special compressed edition for TV broadcast, which will be followed by its release on DVD.

IDG Entertainment Multimedia Producer ***Christoph Klapetek*** *and GameStar Editor* ***Hendrik Weins*** *host the weekly 20-minute Server Down Show. A new episode debuts each Wednesday morning at 2:00 a.m., which is the same time that Blizzard Entertainment shuts down its World of Warcraft servers for weekly maintenance.*

Six months ago, Steiger's group launched its web-based "Server Down Show" (www.gamestar.de/videos/gstv/serverdown/), a 20-minute weekly program hosted by **Christoph "Clape" Klapetek**, multimedia producer at IDG Entertainment, and **Hendrik Weins**, editor of GameStar, which focuses on topics of interest to players of World of Warcraft and Massive Multiplayer Online Games in general. Each show is published on the GameStar site at 2:00 a.m. Wednesday morning — the same time that WoW maker Blizzard Entertainment shuts down its World of Warcraft servers for weekly maintenance. "Fans may not be able to play for those 6 to 10 hours but at least they can watch or download the latest episode of our Server Down Show," Steiger explained.

Calendars tied to the GamePro and GameStar brands launched three years ago. New for 2009 is a World of Warcraft calendar featuring 12 original drawings from Paul Kwon, a 22-year-old student from Phoenix, Ariz. The calendars are sold online for 16.99 Euros (US$23.20) and generally sell out.

The group's World of Warcraft magazine originally launched in 2005 to coincide with the game's European debut and appeared two or three times a year until this past January when the decision was made to boost the frequency to bi-monthly and begin offering subscriptions, Steiger said. To date, the publication, which sells for 6.99 Euros (US$9.50), has almost 4,000 subscribers and a print run of 85,000 copies. The magazine, which relies heavily on freelance writers, is produced entirely by Steiger's group. "We don't use any other editorial resources from GameStar or GamePro," he said. He and his two colleagues handle layout, editorial concept, proofreading and "everything else that's needed to do a regular print magazine," Steiger said. "Of course, we have to play the game regularly to stay close to our readers and find new topics for the magazine and identify the information needs of our customers," he added noting, "it's great to get paid for playing a game!"

Looking to generate an ancillary revenue stream from its loyal GameStar and GamePro audience, in 2005 Steiger launched two high-end glossy calendars tied to each brand, which feature artwork from various popular PC games.

"We must get approval to use each piece of art from the copyright owner, which while sometimes tedious, does have its benefits," Steiger said. "This year, in the course of tracking down approvals, we were able to get two exclusive pieces of artwork that have never appeared anywhere else," he said. "Our industry strongly supports our efforts to produce a compelling and valuable product. At this point, almost every contributor is honored that we have selected his drawing to be included in the calendar. We also get numerous suggestions from individuals in the industry and readers as to what artwork to include. And we are able to get the approvals to use this artwork free — there are no licensing fees involved."

This year the group launched a third calendar tied to the World of Warcraft brand, which features 12 original drawings from Paul Kwon, a 22-year-old student from Phoenix, Arizona. Kwon, well-known for his high quality fantasy-themed pictures and winner in 2007 of the annual Fanart Contest from Blizzard Entertainment, also contributes the cover artwork for many World of Warcraft magazine issues. The calendars, which sell for 16.99 Euros

IDG

Current Jobs, Week of October 20, 2008

BU	Categor y	Title	Location	Contact	Email	Phone
Computerworld						
	Sales	Sr. Director of Integrated Sales - Western Region	San Francisco CA	M. Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Events	Customer Service Coordinator	Framingham	M. Scanlon	mary_scanlon@computerworld.com	508-628-4903
Connell Communications						
	Sales	Online Sales Manager	Chicago IL	Sara Scogland	sara_scogland_idg.com	508-935-4161
CXO Media						
	CIO Executive Council	Sales Development Manager	Atlanta or Minneapolis	P.Boyle	pboyle@cxo.com	508.935.4192
	Online Edit	Senior Online Writer	Framingham MA	P.Chisholm	pchisholm@cxo.com	508.935.4734
	Online Edit	Online Managing Editor	Framingham MA	P.Chisholm	pchisholm@cxo.com	508.935.4734
Energy Insights						
	Research	Sr. Research Analyst, Energy Insights	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
Financial Insights						
	Research	Research Director, Financial Services Security Practice	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Sales	Sr. Account Executive, Financial Insights	Framingham MA	Leah Barton	lbarton@idc.com	508-935-4336
Government Insights						
	Consulting	Consulting Director	Framingham, MA or Falls Church,	Leah Barton	lbarton@idc.com	508-935-4336
	Research	Research Director, Strategic IT Sourcing Program	Falls Church, VA	Susan Brown	sbrown@idc.com	508-935-4099
Health Industry Insights						
	Sales	Sr. Account Executive, Health Industry Insights	Framingham MA	Leah Barton	lbarton@idc.com	508-935-4336
IDC						
	Research	Research Manager, Disk Storage Systems	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Director, Investment Research-Technology/Media/Telecom	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Technical	Project Manager	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Research	Program Manager, Vertical Group	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Manager, Semiconductor Forecaster	San Mateo CA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Manager, Product, Project & Portfolio Management Software	Framingham MA or San Mateo CA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Sales	Sr. Account Executive, Industry Custom Solutions	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sales Manager, Enterprise Financial Major Accounts	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Research	Research Manager, Server Virtualization Software	Framingham MA	Sue Madaio	smadaio@idc.com	508-935-4056
	Research	Research Analyst, CMO Advisory Practice	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
IDG Corporate Services Group						
	Marketing	Customer Intelligence Analyst	Framingham MA	Alana Dros	alana_dros@idg.com	508-988-7870
IDG Entertainment						
	Editorial	Editorial Intern	San Francisco CA		editjobs@gamepro.com	
	Sales	Eastern Regional Sales Manager	San Francisco CA		salesjobs@gamepro.com	
IDG Global Solutions						
	Intern	Office Intern	Framingham MA	Sara Scogland	sara_scogland_idg.com	508-935-4161
IDG Syndication & Networks						
	Sales	Account Executive (East Coast)	New York City NY	B. Ramistella	beth_ramistella@idg.com	508-988-7871
	Sales	Director, Business Development	New York City NY	B. Ramistella	beth_ramistella@idg.com	508-988-7871
InfoWorld						
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Manufacturing Insights						
	Sales	Sr. Account Executive, Manufacturing Insights	Framingham MA	Leah Barton	lbarton@idc.com	508-935-4336
PC World						
	Editorial	Security Editor	San Francisco CA		jobopps@idg.com	
PC World/Macworld						
	App Dev	Applications Developers x 2	San Francisco CA		jobopps@idg.com	
	App Dev	QA & Release Manager	San Francisco CA		jobopps@idg.com	
	Sales	Group Publisher, PC World and Macworld	San Francisco CA		jobopps@idg.com	
	Web Design	Associate UI Designer	San Francisco CA		jobopps@idg.com	
WEC						
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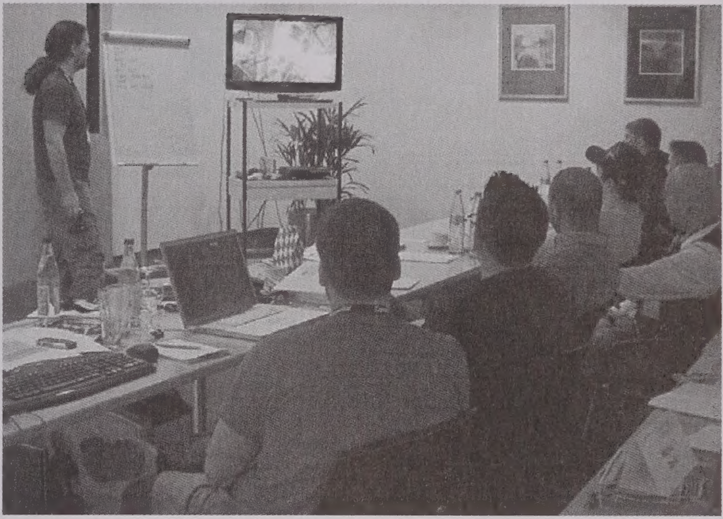
	Sales	Sales Manager	Framingham MA	Sara Scogland	sara_scogland_idg.com	508-935-4161

Go to http://careers.idg.com to view all current job opportunities at IDG

(US$23.20), begin shipping in late August and reach a peak from November through December, with sales remaining strong through February, Steiger said. "Due to this relatively long offer period, we're usually able to sell the printed copies almost completely," he said. The GameStar and WoW calendars each have a print run of 1,600; the GamePro calendar has a run of 800.

"We designed the calendars completely in-house. And, I might add, the design has already been copied by several other calendar projects within our industry. Seems like we did a good job!"



*Some 40 retail staff members from Saturn, one of Germany's largest consumer electronics chains, attended IDG Entertainment's first two-day seminar designed to help them be more effective in their jobs by familiarizing them with the market and the games they are selling. The seminar was held at IDG Germany's office. Abiove, Gamepro Editor **Kai Schmidt** demonstrates the multimedia capabilities of Sony's PlayStation3.*

It's not all fun and games and World of Warcraft in Steiger's group. Along with colleague **Annie Weissenberger**, assistant to the publisher, he prepared the teaching materials and presentations for a unique seminar, originally developed by **Gunnar Lott**, director, New Business & Online, and **Andre Horn**, publisher. This seminar is tailored to meet the needs of the retail staff from Saturn, one of Germany's biggest consumer electronics retail chains (similar to BestBuy in the U.S.). The first seminar was attended by 40 employees from Saturn, with 17 sessions spread over two days. Editors from GameStar and GamePro served as speakers, covering topics including general market outlooks, gaming highlights for the coming holiday season and basic mechanisms of Massive Multiplayer Online Games. They hosted a number of hands-on sessions with current gaming consoles such as Xbox 360, Playstation 3 and Nintendo Wii, showing the attendees how to use them in a multimedia home network. This seminar will be held at least quarterly for interested employees of Saturn, with their human resources division handling the registrations.

> *Editors from GameStar and GamePro served as speakers [for a unique seminar tailored to the retail staff of one of Germany's biggest consumer electronics retail chains] covering topics including general market outlooks, gaming highlights for the coming holiday season and basic mechanisms of Massive Multiplayer Online Games.*

Despite the somewhat hectic pace, it is precisely the great variety of his responsibilities that he values most about his job, Steiger said. "When I talk to freelancing artists or editors for our magazines, I'm a senior editor. When I start to go for the editorial planning, I'm the editor-in-chief. When it comes to visuals for articles, covers or any other creative tasks, I'm the art director, as well. My colleagues and I have to use many skills on the road to success."

Contact Dirk Steiger at dsteiger@gamestar.de. WU

IDG Vietnam hosts CIO Conference & Awards, ICT in Finance event

IDG Vietnam's efforts to create strong connections within the country's IT community takes many forms, among them the annual CIO Conference & Awards, held for the fourth time on Sept. 17 in Hanoi.

This year's event, featuring the theme "Transforming Business Through Innovation and Execution," drew more than 150 conference attendees and 70 press and media agencies.

Conference speakers included representatives of IBM Global Business Services and Group Danone as well as IDG Japan President **Setsuro Tamai**, who talked about CIO Japan's research on IT investment trends.

The awards program recognized nine outstanding CIOs from government and the private sector who were chosen by a 12-member committee that included IDG Vietnam & Indochina Managing Director **Tam Le**. The program also announced the 14 CIO&CEO Best Choice Products as voted by CIOs.

The CIO event was held in conjunction with Vietnam ICT in Finance, a two-day IDG event that featured 12 keynote speakers and attracted more than 700 attendees.

*IDG Japan President **Setsuro Tamai** (right) with one of the CIO Award winners, Dong Dail Loc, director of the IT Steering Dept. for the Thanh Hoa Province Public Security Dept.*

*Write to IDG Vietnam PR Executive **Pham Ngoc Tram Anh** at anh_pham@idg.com.vn.*

noteworthy people

Promotions

Melker

CSO National Sales Manager **Per Melker** has been promoted to senior national sales director. "In his new role Per will oversee CSO's sales efforts across events, online, print and custom solutions," said CSO Publisher **Bob Bragdon**. "Per has been with CSO since January 2007, managing sales into CSO's extensive events portfolio, including Digital ID World, CSO Perspectives, CSO Executive Seminars and CSO Custom Events. He has been an exceptional performer at CSO since joining the team and is a two-time Salesperson of the Year award winner. His new role will allow CSO to feel the benefit of his skills across our product lines." *pmelker@cxo.com*

New employees

Martino

IDG Netherlands has hired **Silvana Martino** as an account manager for Computer!-Totaal, Tips & Trucs, ZOOM.nl and Gamez.nl. She was previously an online account manager with Microsoft, responsible for online sales for MSN.nl, Hotmail.com, Office Online and MSN Messenger. She has studied social pedagogic work and marketing. In her free time she enjoys urban explorations, shopping and spending time with family and friends. *smartino@idg.nl*

CAROLINE MEWING

Bartiromo

Previously an advertiser account representative with Commission Junction, **Kyra Bartiromo** joins **Computerworld** as an account services specialist. She holds a B.A. in communications with a minor in English literature from Marist College in Poughkeepsie, N.Y. Away from the office she enjoys going to the gym, shopping and decorating her new home. *kyra_bartiromo@computerworld.com*

New at **IDC China** is Publishing Services and Technology Research Editor **Luke Fang** who will work on the Chinese and English versions of IDC reports to ensure they are published according to IDC's quality standards. He has a solid background in editing and writing, having worked at China Daily for seven years, most recently as chief editor. He also has been overseeing the operation of the China Daily Olympic Web site since 2006. In his free time he enjoys playing a variety of sports and going to movies. *lfang@idc.com*

Puttigan Geratitragarn is **IDC Thailand**'s new associate market analyst. He comes to IDC from KPMG Phoomchai Holdings Ltd., where he focused on internal and external research and analysis in the banking sector. Prior to KPMG, he interned at Dow Jones Distribution, Inc. as a market researcher. A graduate of the University of New South Wales in Sydney, he has a B.S. in industrial design. *puttigun@idc.com*

Previously executive editor for ZDNet Asia and before that managing editor of Chinatimes.com, **Mandy Chung** joins **IDC Taiwan**'s Software group as a market analyst. She holds an M.S. in telecommunications from the Institute of Telecommunications at Taiwan's Chung Cheng University. *mchung@idc.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

One on one

continued from page 3

with IDG in New Zealand shifted its subsidiary operation to a licensing partner. When I arrived in Australia I sat down with IDG Australia to look for ways to work together for mutual benefit. In August 2008 we launched a very successful conference together, The Australian CIO Summit, bringing together the best of the CIO magazine and IDC event capabilities. During 2008 we also merged our competing end-user forums under the CIO Executive Council brand, making us the largest CIO network in Australia.

Q What is the next big thing for IDC in Australia and New Zealand?

A Last year we formed a successful alliance with a small Australian benchmarking firm which has grown to generate over A$1.5M (US$979,649) in benchmarking in the past 18 months, of which a third has been repeat business. The word is spreading, and we are now picking up opportunities beyond ANZ. Recently we have been providing benchmarking services to clients in Singapore, Hong Kong and Malaysia. With the departure of Gartner's Measurement business from AP the market has been looking for a strong replacement, and I believe IDC's brand presents this as we expand our Benchmarking Solutions business.

Q How has your IDC career evolved?

A When I was at school, back in the late '80s, a misguided career counselor saw my chemistry results and suggested a pharmacy degree, which soon saw me working as a clinical pharmacist in New Zealand and London. I then worked in R&D for a drug company before becoming a drug sales rep (mainly for the fast car I traveled around the country in!). Fortunately, the pharmaceutical company saw something in me (or had too much money) and supported my transition into marketing with a marketing degree. Later, I returned to London and completed an M.B.A. then worked as a marketing manager for an IT company. Before long I found IDC, snuck in as a Services analyst and in eight months was country manager for NZ. Chalk up three good years of growth and a promotion to managing director for IDC Pacific (ANZ) and here we are.

Employees are encouraged to send suggestions for columnists they would like to see on this page. All questions will be passed along anonymously. Write to world_update@idg.com.

Mobile Alert blog

Christina Brisco, international sales director for IDG Global Solutions EMEA, contributes to the Mobile Alert blog on IDG Central. Over the next few weeks she'll be taking a closer look at one new mobile marketing term per week. Brisco will explain the idea and concept behind it, why it will become important for mobile advertising and attach further documentation where possible. Check out the first segment on Google Android at www.idgcentral.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

29

Nancy Mallette *IDG*

18

Duane Hampson *PC World*
Stephen Fontaine *IDC*

17

Steven Pelosi *IDG*

16

James Farley *IDC*

14

Gabriele Ehlers *IDG Germany*
Bradley Freeman *IDC*
Sharon Stearns *IDG Connect*

13

Carol Zarrow *Network World*

12

Amy Bonner *IDG World Expo*

11

Masaaki Moriyama *IDC Japan*
Andrew Glassock *IDG Australia*

10

Carina Nilsson *IDG Sweden*
Sheryl Hodge *Network World*

8

Masato Takeuchi *IDC Japan*

7

Phil Sargeant *IDC U.K.*

6

Erik Hofslagare *IDG Sweden*
Ilona Michalska *IDG Poland*
K.R. Sreenivasan *IDC India*

5

Magnus Andersson *IDG Sweden*
Kelly Krug *IDC*
Melissa Webster *IDC*
Guillermo Palou *IDG Spain*
Patrick Kenney *IDG Int'l Publishing Svcs.*

4

Jerome Weltsch *IDC*
Kevin Robock *IDC*
Iwona Polowczyk *IDG Poland*

3

Marc Holland *IDC*
Amy Seitz *IDC*
Rafal Woszczyk *IDG Poland*
Piotr Ganko *IDG Poland*

2

Bradley Deutsch *IDG U.K.*
Michael Simons *Computerworld U.K.*
Andrew Hanson *IDC*
Deborah Rosenthal *IDC*
Michael Moore *IDC*
Adam Stachnik *IDG Poland*
Marta Fak *IDG Poland*
Juliet Truscott *IDG Global Solutions EMEA*
Mads Elkær *IDG Denmark*
Polly Chan *IDC Hong Kong*

1

Peter Larsson *IDG Sweden*
Kyra Jones *IDC U.K.*
Catherine Teiro *IDC U.K.*
Greg Meckbach *IT World Canada*
Allison Harvey *IDC Australia*
Lai Heong Chia *IDC Malaysia*
Andreas Widjajanta *IDC Indonesia*
Chee Chiu Chan *IDC Singapore*
Nina Carrara *IDG World Expo*
Chris Kanaracus *IDG News Service*
Nick Barber *IDG News Service*

Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Get World Update as a PDF

IDG employees can receive IDG World Update as a full-color PDF file via e-mail.

To request this service, write to world_update@idg.com. Current and archived PDFs are also available for download in the World Update section of IDG Central (www.idgcentral.com).

IDC's IT Security, Storage and Business Continuity Roadshow
Nov. 5 -- Dubai, UAE
Nov. 9 -- Riyadh, Saudi Arabia
www.idc-cema.com

Virtualization Executive Forum
An InfoWorld event
Nov. 5
New York City
www.infoworld.com

Storage Executive Forum
A Computerworld event
Nov. 6
New York City
www.itexecutiveforum.com

CIO: The Year Ahead Summit
A CXO Media event
Nov. 9-11
Coronado, Calif.
www.cio.com

Enterprise Mobility Seminar
An IDC Brazil event
Nov. 11
Rio de Janeiro, Brazil
www.idclatin.com

IT Roadmap
A Network World event
Nov. 17
San Francisco
www.networkworld.com

Management Excellence Program
An IDG Corporate Training Program for emerging leaders
Nov. 18-20
Boston
Contact: laurie_butson@idg.com

Business Continuity Management Conference & Expo
An IDG Japan event
Nov. 27-28
Tokyo Midtown (Minato-ku)
Tokyo
www.idg.co.jp/english

CIO Perspectives
"Local Connections on Global Issues"
Dec. 10
Los Angeles
www.cio.com

IT Roadmap
A Network World event
Dec. 16
Washington, D.C.
www.networkworld.com

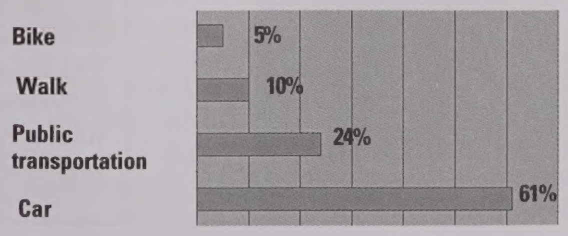
CIO Perspectives
"Local Connections on Global Issues"
Jan. 27
Washington, D.C.
www.cio.com

European Media Management Institute
An IDG Corporate Training Program for middle and senior level functional managers
Feb. 3-5
Vienna
Contact:
laurie_butson@idg.com

More listings in the Events section of IDG Central.

Question of the Week for Oct. 13

Which method of transportation do you spend the most time on to get to work?



Log on to www.idgcentral.com to vote on this week's question: **If your business unit could improve one benefit besides your salary, what would be your priority?**

celebrating 10!

Name
Zhang Peng

Joined IDG
July 8, 1998

Career path since at CEOCIO China
July 1998-January 2000, reporter; February 2000-May 2002, doyen reporter; June 2002-March 2003, set up CEOCIO China Shanghai Branch and served as president; April 2003-July 2004, head of reporters; August 2004-April 2007, deputy editor-in-chief; May 2007-present, executive editor-in-chief.

Memorable work experiences
I once felt very guilty when my first article "Prediction of Digital Cameras' Impact on Scanners" led to the result of the ad client withdrawing its advertisement. Now I feel very proud of myself. And the employees I have mentored have become the backbones of this organization.

What's kept you at IDG for 10 years?
Il love the publication I am working on.

What's your favorite thing on your desk?
A model plane.

Best piece of advice you've ever received
Balance is important, but sometimes the balance needs to be broken.

Outside interests
Xbox360

If you won the lottery tomorrow, you would
Buy a favorite roadster.

Favorite vacation spot
Santorini, Greece

Your idea of a perfect day alone?
Relaxing without any thinking.

*IDG Chairman **Pat McGovern** hosted CEOCIO China's **Zhang Peng** at a dinner in Beijing.*

Retirement dreams?
If I have money, I would make a trip to the moon and then come back to get involved in a charity career. If I don't have money, I hope nobody will force me to retire.

Manager's profile
"Mr. Zhang Peng has been an outstanding reporter of CEOCIO China. He is now in charge of the contents of our magazine and has long been the employee with the most innovation and vitality in the past 10 years. "

— Liu Xiangming, publisher and editor-in-chief, CEOCIO China

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off line for fun

Congratulations to all our enthusiastic caption contributors. Winner **Rich Green** will have his choice of an official "Off Line" t-shirt or a copy of Rich Tennant's book of cartoons, *Downloaded.* The honorable mention winners below will receive IDG World Update screen sweeps.

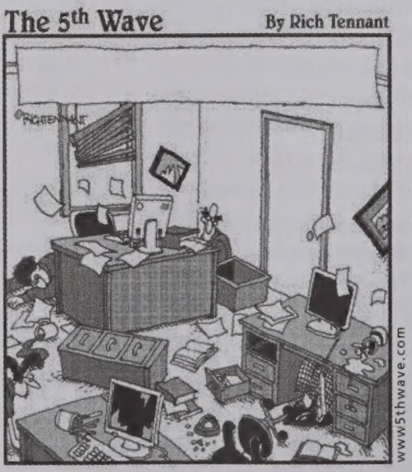
Honorable mentions

"I told you not to play that new virtual reality hurricane game."
Simon Salamon *IDC*

"IDG fantasy football league begins the search for a Tom Brady replacement."
Kuba Stolarski *IDC*

"Everyone keep looking! I know Helen brought in a box of cookies yesterday!"
Helen Flagg *IDG List Services*

"I said you could try using Mozilla, not Godzilla!"
Andrew Shepherd *IDC U.K.*



IDG Photo Contest entrant Rich Green snapped this picture of his department's fiscal year-end.
Rich Green *IDG List Services*

Rich Tennant's original caption
At FEMA, employees often use Excel's custom format function to create formulas for disaster.

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Pham Ngoc Tram Anh *IDG Vietnam*
Teresina Cardamone *IDG Communications*
Lynn Holmlund *CXO Media*
Karen Ren *IDG China*
Howard Sholkin *IDG Communications*
Matthew Yorke *IDG Communications*

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 Web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG also publishes more than 300 magazines and newspapers in 85 countries. IDG's media brands include CIO, CSO, Computerworld, GamePro, InfoWorld/TechWorld/TecChannel, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Exp E for All, Storage Networking Wor and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events. More details at http://www.idg.com.

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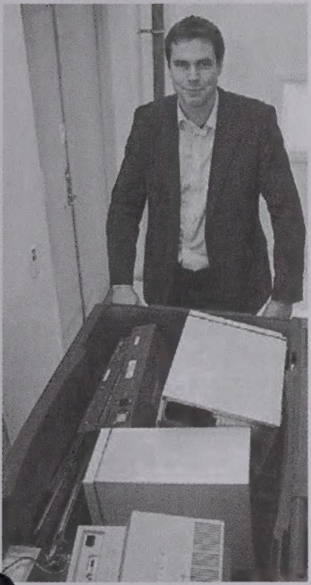
Going "green" helps IDG offices save money, the planet



G Denmark IT Manager ***Jacob Hoffmann-Petersen*** *notes that PC World Denmark always includes power consumption numbers in its reviews. "Sometimes these numbers reveal that users can save a lot of money. For instance, PCW tested some 42" LCD and plasma TVs. One product used 300 watts in standby mode while others consumed just 3 watts."*

Many IDG business units around the world are beginning to explore "green" themes for their customers, both in terms of events and through editorial coverage. But what are IDG's business units themselves doing to realize ecological and cost savings?

"In Denmark there's a close link between environmental awareness and reducing costs," said IDG Denmark IT Manager **Jacob Hoffmann-Petersen**. "The idea is to find where you can eventually save enough energy to pay back the investment over time." To that end, the Valby-based office has done the following:

- All electronic equipment is recycled.
- All multifunction copy/print/scanning devices and coffee machines are shut down by scheduling devices at the close of the business day, as is all ventilation and cooling, except for that in the in-house data center.
- The office doesn't have air conditioning. "Instead we invested in a building sun shield," Hoffman-Petersen said.
- Practically all servers are virtualized (35 servers consolidated to three VMware ESX servers).
- All network components have been replaced with energy-efficient equipment.
- All CRT monitors have been replaced by thin film transistor displays, a type of LCD screen.
- Desktop PCs have been replaced with laptops with minimal power consumption.

"We have also measured the power consumption on different desktop configurations," Hoffman-Petersen said. "Editorial employees have one type of configuration, reporters another, based on the type of computing needs they have."

IDG Denmark is also about to replace 45 outdated PCs and monitors with more energy-efficient ones that will produce less heat and noise. "We have told our vendors that energy efficiency is a parameter they will be benchmarked on," Hoffman-Petersen said.

Last year, in advance of a new green IT conference it was creating, IDG Australia decided to practice what it would be preaching at the event. "The idea was to create a conference for senior level IT managers that evolved around the greening of their workspace and their data centers," said **Samantha Saunders**, IDG Australia Enterprise GPSC manager.

continued on page 4

Australian reseller community support awards program

"It was an amazing night, and the success was enormous for brand building, for the channel community and for ARN's bottom line," said **Susan Searle**, president and publisher of Australian Reseller News' (ARN) awards ceremony and banquet Sept. 18 at the Sydney Hilton.

"This is our industry's opportunity to applaud leading IT organizations and professionals for their excellent contribution to the IT channel," Searle said. For this year's event, ARN drew 520 guests and 18 sponsors, including Computer Associates, IBM, Sun Microsystems, EMC and Symantec. The ARN IT Industry Awards were launched last year, and hosted 460 IT vendors, distributors and resellers as guests and 14 major sponsors.

ARN requested award nominations from the channel market over a three-month period in 15 categories such as Vendor, Distributor and Reseller of the Year, Technical Excellence and three "green" categories. Nominations were short listed by a panel made

(L-R): Rosanna Cordova of Sun Microsystems, Hall of Fame winner John Walters of Ingram Micro and ARN President and Publisher ***Susan Searle****.*

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IDG India brings CIOs, vendors together at roundtable discussion *page 2*

Jason Meserve: What I've learned about audio and video *page 3*

Network World's ITiki newsletter targets IT marketers *page 6*

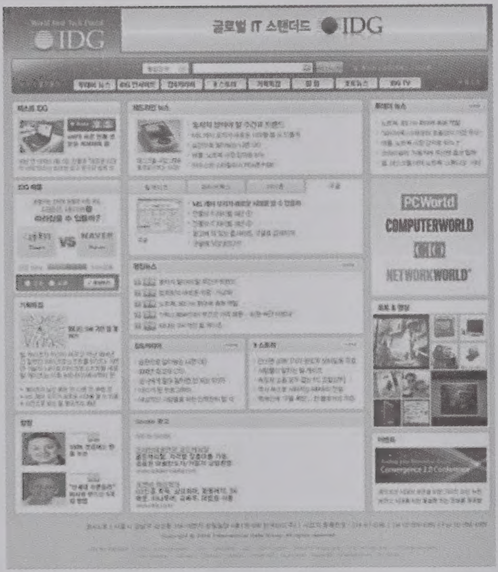
New cartoon caption contest *page 8*

newsworthy in brief

Social networking platform distinguishes IDG Korea portal

IDG Korea launched a robust Korean-language technology portal, www.idg.co.kr, on Oct. 15 that augments its online news service, which debuted in July, with product reviews, a social networking service and opportunities for user-generated content.

IT Tech Portal's Open Review section provides detailed reviews of a wide variety of IT products and online services such as Google Maps and Flickr. Users can set up their own blog on the site and write their own reviews — and news — on those topics or branch out into other dimensions, such as restaurant reviews in the Samsung-dong district of Seoul, where many IT companies are located. An IDG editor monitors the user content and selects the best for uploading onto Tech Portal's home page.



The new IDG Korea portal includes a social networking service for users to connect with peers;.

The new social networking service, People, enables users to create networks with their peers, similar to LinkedIn, and find friends based on jobs, schools and interests as noted in their profile. (LinkedIn doesn't yet provide service in Korea, and while there are other similar services, none is targeted to the IT community.) Users of People can communicate with those friends via a built-in microblogging system similar to Twitter.

The News Center features editorial content gleaned and translated from the IDG News Service as well as some local IT news content comes from Yonhap News, Korea's largest news provider. More in-depth coverage of IT issues is located in the IDG Insight section, and there is also a career section with articles and job postings. The site's "IDG TV" section uses approximately five video clips a week from the IDG News Service's video library.

"IT information is extremely important, and so far in Korea it has been hard to get such a variety of information in one place," said **W.S. Cha**, VP/Online Media at IDG Korea. "Our new site will be the playground for the IT industry by encouraging users to participate."

IT Tech Portal's main competitors are two local IT media sites, inews 24 and etnews, and ZD NET Korea, a CNET-licensed company.

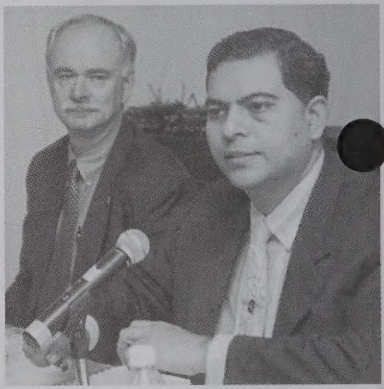
Cha said the staff has been busy preparing sponsorship programs including multimedia ads, electronic direct mail and sponsor pages for interested clients.

Write to W.S. Cha at wonsang_cha@idg.com. WU

IDG India hosts CIOs, vendors at roundtable discussion

PHOTOS BY SRIVATSA SHANDILYA

***Louis D'Mello**, president and CEO, IDG India (far left); **Vijay Ramachandran**, editor-in-chief, IDG India (fifth from left, back row); and IDG International Publishing Services President and CEO **David Hill** (sixth from left, back row); pose with attendees at this month's roundtable discussion for CIOs.*



*IDG India Editor-in-chief **Vijay Ramachandran** moderated the discussion while IDG International Publishing Services President & CEO **David Hill**, who was visiting the office earlier this month, looks on.*

Hoping to help bridge the communications gap that often exists between CIOs and providers of technology products and services, IDG India hosted a small gathering of CIOs and vendors at an evening roundtable discussion at its Bangalore office. Six CIOs and five heads of marketing communications from vendor organizations participated in the discussion, which was moderated by IDG India Editor-in-chief **Vijay Ramachandran**.

"Too often CIOs give us feedback on vendors asking, 'Why do they think we're only interested in technology?' and we'd hear similar things from vendors: 'What does it take for them to get our message?' We wanted to open a dialogue to get CIOs and vendors on a similar frequency," Ramachandran said.

CIOs were asked about what their top decision making criteria were when it came to choosing a technology provider. They said that factors included whether a vendor had experience in a specific area and whether they had demonstrable solutions in the domain. A critical factor was how much a vendor appeared to be considering the needs of the user organization, Ramachandran said.

When asked whether brands matter, most of the CIOs said yes when considering infrastructure investments but indicated they were less important than expertise when considering software solutions. For their part, vendors said they thought highlighting the strength of their channel partners was a key differentiator for users rather than simply pushing client references or testamonials.

The discussion was followed by cocktails and dinner in IDG India's rooftop cafeteria.

For more information, contact Vijay Ramachandran at vijay_ramachandran@idgindia.com. WU

on the job

what I've learned about...

Jason Meserve is finishing his first decade at IDG, all 10 years spent with Network World. He started as a staff writer on the online side before morphing into the role of Multimedia Editor in late 2000. At the time, multime[illegible] consisted of a few audio files [illegible]e and there. He then started Network World Radio, a weekly audio program that predated podcasting. Today, Meserve handles video production, podcast interviews and cohosts the Twisted Pair podcast for Network World. He can be reached at jmeserve@nww.com or on Twitter @jmeserve.

Working with audio/video

When I graduated from Northeastern University in 1997, the Web was just beginning to explode and the thought of Internet-only TV and radio programs were but a dream. My focus was on print, not broadcast, so I had minimal experience with any type of media beyond Microsoft Word. Now, we produce radio-quality podcasts every day and video shot on professional cameras with studio lighting. Amazing how things have changed in a few short years. Here are a few things I learned along the way:

Audio is key

Whether it's a podcast or video (unless you're taping a mime), audio is key. If the viewer/listener is struggling to hear what they subject is saying, any accompanying visuals will be useless.

Listening to old Network World Radio programs is hard on the ears. The leveling I feebly performed was awful: my voice was usually plenty loud, my guest's voice too soft. This makes it hard for the casual listener to pay attention. Same issue with our early videos. The video looked okay, but the audio was inconsistent. Thankfully, there are tools like Audacity, SoundForge and Levelator (free!) that can help smooth out the audio. Use them for both podcasts and video. For the latter, just export the audio track from the video editor as a WAV file. Import it into your audio editor and level things out. Save, then re-import the WAV to the video program. Make sure you don't change the length of the audio file or you'll end up with a video that looks like a dubbed foreign film.

Your listeners and viewers will thank you for good audio.

There's a reason "Lights" come first'

Without Lights, the Camera is ineffective and the Action is muted. Sure, the shot looks pretty good in the view finder as you're taping, but wait until you get it into an editing program and, worse, compress the video for the Web. Not so stellar. Another item I learned the hard way. Our first few videos that we shot ourselves were very flat. Foreground and background blended together, meaning a less than pleasing image on screen.

You don't necessarily need the blinding lights of a broadcast TV studio. Adding a few key lights via an inexpensive lighting kit will help the subject of the video — usually a person talking — stand out from the background. Even on the road, where tradeshow floor lighting is notoriously bad, we use a small camera-top light dubbed "Johnny Five" to help add a little contrast to what we're filming.

Use a tripod

Unless you're going for a "Blair Witch Project" effect or are intent on making the audience sick, it's best to use a tripod whenever possible. Many of our early videos had a lot of artifacts (that blotchy look) in the final compressed product because there was too much motion from the camera. A tripod keeps the surroundings stable which makes life a little easier for the video compression algorithm.

This is particularly true with the new Flip video cameras that are getting more popular with reporters. The handheld devices shoot decent video, but if one is holding it in their hand while trying to interview someone for longer than a few seconds, the camera shake is obvious. Get a small tripod that can be placed on a table and mount the camera to it. Eliminates the shake and, as a bonus, your arm won't get tired from trying to hold the camera steady.

The fake second camera

With just a single camera to shoot a video with, how do you get those cut-away shots of a gadget in action while the host is demonstrating it? The fake second camera is a great trick that comes in handy for filming videos featuring gadgets (like our Cool Tools show).

Film the host doing his or her thing first and take note of the different times they point at the gadget or interact with it. Then, film a closeup of them doing roughly the same actions and points again. With a two-track video editor, it's easy to lay the second take over the first at the appropriate points to make a cohesive video with the look a multi-camera shoot.

Walter Cronkite I am not

Let's just say reading the news is harder than it looks or sounds. When we started doing a daily news podcast that is supposed to sound something like you might hear on NPR, I began to have newfound respect for those that read the news live on TV and radio. Whenever my turn comes up, I provide a blooper-reel's worth of material each time with my screw ups. Thankfully, we're not live and my colleague **Brian Wood** is an excellent editor. As with most things in life, practice and preparation always help minimize the flubs, but I'll never be perfect in one take.

Do you have ideas for topics or columnists for this feature? Write to world_update@idg.com. WU

Green IDG

continued from page 1

But there was one small problem: "Other than switching to LCD monitors, which use less energy than CRT models, we didn't have an environmental policy. So how were we going to tell others to do as we say not as we do?"

(L-R): In San Francisco, IDG Central Services Facilities Coordinator **Luis Ibarra** and Facilities Planner **Paul Shinhira** collect used computer equipment for semi-annual recycling pickup.

IDG WORLD UPDATE

IDG Australia formed a Green Committee, charged with investigating the Sydney-based business unit's energy and paper consumption, its suppliers and recycling and waste management.

Saunders noted that the average hot-air balloon holds 3.1 tons of air, and, according to an environment assessment report it had done by Todae Environmental, IDG Australia was releasing approximately eight hot-air balloons' worth of carbon into the atmosphere each month. "Thirty-three percent of our electricity usage came from lights and 52% from air conditioning, which is pretty high for an average office space and showed that we needed to do something more to reduce our carbon footprint as a technology publishing company."

IDG Australia found a few ways to reduce its carbon emissions and save money at the same time, she said. "We could obviously cut down our electricity and paper usage and continue recycling, but we could also cut down our financial commitment to our waste management. At that time the current office cleaning and waste disposal was being done by a couple of companies, and by consolidating them we reduced how much we were paying each month for these services." IDG Australia was already recycling its paper, bottles, cans and plastic bottles but discovered it could also have CDs, DVDs and light bulbs taken away for recycling as well.

The assessment report suggested some fairly expensive lighting conversion plans, but at the time IDG Australia simply removed some unnecessary overhead fluorescent strip lighting in parts of the office. "That alone will save us A$300 to 400 dollars [US$220 to $300] a year on our electricity bill," Saunders said.

IDG Australia also now uses electricity from renewable sources, changed the way its magazines are wrapped by using a biodegradable product 'biowrap,' and hires contractors that comply with its eco-policies. "We also encouraging our advertisers to support our digital editions," Saunders said.

"Of course, with all changes there are always a few skeptics in the office," she added. "Nobody ever likes change, and there are housekeeping issues that must become a matter of habit, like turning off computers and monitors when you leave the office and not printing out every e-mail. These policies are casually enforced with occasional reminder e-mails and peer pressure, but I'm sure that will only be for a short time, as IDG Australia's commitment to reducing our carbon output is ongoing."

IDG Australia's environmental policy is just the beginning. "Via house ads in our publications, we encourage our customers and partners to make similar commitments in their organizations," Saunders said. "Australian Reseller News' annual awards event [see IDG World Update, Oct. 20, 2008] donates funds to Clean Up Australia, which is very keen on recycling and green initiatives. We want IDG to be a leader in this space — both as a corporate citizen and as an information provider and industry thought leader."

At IDG's San Francisco offices at 501 Second St., building management handles the recycling of paper, cardboard, glass and plastic and uses an energy management system to control after-hour lighting so that lights are on only when needed. According to Facilities Coordinator **Peter Tripodi**, IDG's Central Services department recycles used disks and media, outdated marketing supplies, batteries and scrap metal through various recycling vendors and coordinates with each business unit's IS team to recycle used electronic equipment.

Suzanne Woodruff, VP, Facility Operations for IDC Framingham said that while IDC has not made "a large concerted effort to audit all operational and building related areas for eco-friendliness," several years ago the company installed high-efficiency rooftop cooling units to reduce electricity consumption, changed all ceiling fixtures to support higher efficiency bulbs and replaced incandescent bulbs with compact fluorescent ones where it was feasible.

"The largest green initiative was the conversion of our IT operations to virtual computing," Woodruff said. "We've replaced approximately 100 physical servers with 90 virtual servers hosted on four physi-

Going, going green?

What's your office doing to go green? Please let the editors of IDG World Update know for a future follow-up article. Photos are always welcome. Send any eco-friendly tips and ideas to world_update@idg.com.

Click and save

There are many sites offering ideas on how to have a more eco-friendly office, such as sharing rides and bringing lunch in reusable containers. Here are two:

http://planetgreen.discovery.com/go-green/green-work/index.html

http://sierraclub.typepad.com/greenlife/2007/03/10_ways_to_go_g.html

cal servers, a 20:1 reduction, which has also lowered our electricity and HVAC demands."

She also noted that 99% of the personal computers used at IDC are laptops, and all new monitors purchased are LCDs, both requiring significantly less power than desktops or CRT monitors.

Besides the usual recycling of toner cartridges, batteries, paper, computer equipment, IDC Framingham also collects returnable bottles and cans. IDC's separated bottles and cans are taken to a Framingham, Mass., redemption center where IDC gets $.04 per item. The proceeds are donated to local charities, which IDG matches through it Matching Gifts program.

Each year IDC's Event and Charity committee polls employees with a list of charities to receive the recycling redemptions, and the two that get the most votes are the sponsored charities for the year. This year IDC supported the children's nonprofit Cradles to Crayons ($322.64) and the women's shelter Rosie's Place ($305.64), matching gifts included. Since starting the program in May 2005, IDC has donated $2,473.38 to various local charities.

In another green initiative, about a year ago, IDC decided to no longer provide hard copies of its research to its customers, offering only electronic deliverables via IDC.com. "While this decision was primarily motivated by the money it would save, the ecological benefit is substantial," said IDC Operations Manager **Lloyd Kosh**. "Annually we were producing an average of 1,500,000 pages of research for our clients — more than 18,000 pounds of paper — and now that number is zero."

*IDG Sweden's environmental team with their Stockholm office bicycles. (L-R): IDG Sweden Marketing Manager **Martin Fältström**, Computer Sweden Reporter **Signe Lidén,** Key Accounts Manager **enny Elmqvist**, Sales Representative **Robert Ahlqvist** and Web Developer **Simon Larsson**.*

Like IDG Australia, IDG Sweden's management also decided about a year ago that the Stockholm-based company needed to become a climate-smart company. Marketing Manager **Martin Fältström** formed a six-person group of volunteers to craft IDG Sweden's green policy.

"Our goal is to involve the whole staff in our environmental efforts and be seen by our customers as the greenest company to work with, with environmental efforts that develop in the same direction as the environmental goals for our society," Fältström said. IDG Sweden's magazines are now printed only on recycled paper, and subscribers are encouraged to sign up for the digital editions of Computer Sweden, MiljöAktuellt, ITBranschen and TechWorld. Use of virtual servers saves 336 kilowatts per day or 17,000 kw per year. IDG Sweden's IT department tells employees when they don't turn off their computer at the end of the day. Printers are set by default to print on both sides of paper, which is then recycled after use. There are two office bicycles, an office subway pass and vouchers for hybrid taxis for use when employees visit clients and customers in Stockholm. "I have also let the staff know that our travel policy is now spelled 't-r-a-i-n' when appropriate," Fältström said.

IDG Sweden holds its events at eco-friendly venues (that, for example, do not serve bottled water), lodges its speakers at environmentally aware hotels, recycles attendees' name badges and strongly recommends that attendees take public transportation to the events.

"We've sent our employees a questionnaire asking how they travel to work and how important they think it is for IDG Sweden to focus on improving our environmental efforts," Fältström said. "Results will be presented at an 'environmental' breakfast meeting, which we hope to hold twice a year. Every week our environmental team will send out a report to every employee about that week's green efforts and what's being planned for the following week, as well as some green tips and ideas they can use away from the office."

IDG U.K. has installed motion-sensitive lighting and zonal air conditioning, so that when an area is unoccupied the lights and air conditioning switch off. More than 90% of the IDG U.K. staff commutes via public transit. "This is largely involuntary because we do not offer parking and London has an £8-a-day (US$14) congestion charge and huge parking costs, so you'd be plain nuts to drive to the office," said **Toby Hurlstone**, IDG U.K. international controller. U.K. tax rules "don't really permit" IDG U.K. to subsidize employees' public transit costs, he said.

Conctact: lkosh@idc.com, swoodruff@idc.com, toby_hurlstone@idg.com, martin.faltstrom@idg.se, j.hoffmann@idg.dk, samantha_saunders @idg.com.au, peter_tripodi@pcworld.com.

noteworthy people

New employees

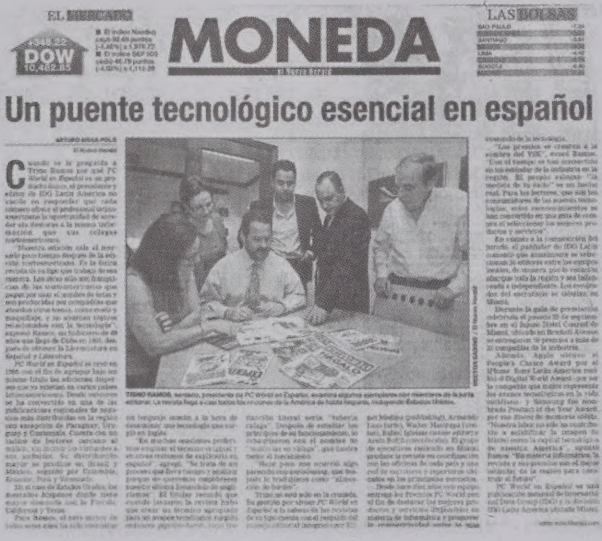
IDC

Framingham's new receptionist is **Evelyn Gonzalez**. She was previously a clinical receptionist with the Southboro Medical Group. She enjoys time spent with friends, shopping and country music.
egonzalez@idc.com

Gonzalez

Previously regional sales manager with EMC, **Brian Gleason** joins **IDG Tech Network** as VP, Sales. He holds a B.S. in design and resource management with a minor in marketing from the University of Connecticut. In his free time he enjoys playing golf.
brian_gleason@idgtechnet.com

Latin America partner profiled in Miami Herald edition



EL MERCADO

DOW 10,482.85

MONEDA

LAS BOLSAS

Un puente tecnológico esencial en español

*Hispanic American Publishing Group President **Trino Ramos** (center) and members of his staff look over some issues during the El Nuevo Herald photo shoot.*

The Hispanic American Publishing Group, publishers of five editions of PC World in Latin America and IDG Global Solutions' partner for the region, received some prominent visibility earlier this month in El Nuevo Herald, the Spanish insert for the Miami Herald.

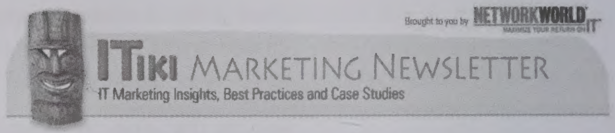
The article, on the front page of the business section, called PC World Latin America an "essential technological bridge" and underscored the role of the magazine in the dissemination of IT news in Latin America. It also described the recent PC World Latin America awards event, which annually sells out and draws high-level IT and marketing executives doing business in the region.

"This publicity is great for us, as it reinforces the image of the magazine and the awards program as the right partners for U.S. ad agencies and companies doing business in Latin America," said HAPG President **Trino Ramos**.

Write to trino_ramos@idglat.com.

WU

Network World's e-newsletter addresses issues for IT marketers


Brought to you by NETWORKWORLD
ITIKI MARKETING NEWSLETTER
IT Marketing Insights, Best Practices and Case Studies

The newsletter's name blends both "IT" and an inside reference to Network World's casual yet exotically decorated employee sitting area, the "Tiki Lounge." (See article in IDG World Update, March 13, 2006.)

Network World's ITiki e-newsletter (http://tinyurl.com/5dh6gs) has nothing to do with mai tais and everything to do with IT marketers seeking independent information on how to better reach IT professionals, as well as marketing trends, forecasts, insights and tips.

"Very often our sales reps are asked for help or insight on everything from best practices to writing white papers to using social networks to reach IT buyers," said **Donna Pomponi**, Network World marketing director. "We recognized the need and decided to produce a monthly newsletter addressing everything from the simple to the complex marketing issues facing our customers who want a better return on their IT marketing."

Launched in January, the free ITiki newsletter is sent to Network World's sales database of 6,000 names. A typical issue offers five contributed stories on issues IT marketers are facing, from behavioral targeting and social networks to ways to make successful story pitches to media outlets.

"It has a balance of useful insight and content on IT professionals and how to reach them," Pomponi said. "**John Gallant**, our CEO, writes a monthly column on his conversations with our IT community of visitors, readers and conference attendees, providing insight on what's going on inside the heads of IT professionals. Our mix of content provides insight on how to get inside the pocket of IT professionals. It's a powerful combination of content that addresses both sides of the marketing coin."

Most of the content is contributed by recruited IT marketers and specialists, including analysts from IDC, although the site does offer a 'Contribute story' button. There are also links back to the Network World site, one to Network World's editorial and events calendars, as well as an ITiki Link of the Month. "I'm always looking for useful information to help me do my job," Pomponi said, "so when something stands out to me, I'll share that with others as the link of the month."

Pomponi added ITiki's audience has been enthusiastic in its approval — "We've received several notes from readers who've said that the content has really helped them" — and that the opt-out rate for the ITiki newsletter is very low. "There doesn't seem to be anything like it in the market," she said. "We had 350 more unique opens in September than we did in August, so the word seems to be spreading.

Marketing Manager **Meg Sullivan** is ITiki's editorial director, and Senior Designer **Cindy Panzera** is its designer.

Contact Donna Pomponi at dpomponi@nww.com.

WU

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

17
Stephen Hendrick *IDC*
Yumiko Oshima *IDG Japan*

16
Maria Lindström *IDG Sweden*

12
Slawomir Kosielinski *IDG Poland*

11
Brian McDonough *IDC*
Juan Carlos Perez *IDG News Service*

9
Dominik Olszanka *IDG Poland*
Bozena Statkiewicz *IDG Poland*

8
Linda Goldrick *IDC*

7
Daphne Tan *IDC Singapore*

5
Michael Gerard *IDC*
Pooja Mudholkar *IDC India*

4
Eileen Joseph *IDC*

3
James Stone *IDC*
Peter Farley *IDC U.K.*

2
Lindsay vanGulden *IDC*
Piotr Twardy *IDG Poland*

1
Üveges Szabolcs *IDC Hungary*
Shawn Xue *IDC China*

Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Coming up

IDC's IT Security, Storage and Business Continuity Roadshow
Nov. 5 — Dubai, UAE
Nov. 9 — Riyadh, Saudi Arabia
www.idc-cema.com

Virtualization Executive Forum
An InfoWorld event
Nov. 5
New York City
www.infoworld.com

Storage Executive Forum
A Computerworld event
Nov. 6
New York City
www.itexecutiveforum.com

CIO: The Year Ahead Summit
A CXO Media event
Nov. 9-11
Coronado, Calif.
www.cio.com

Enterprise Mobility Seminar
An IDC Brazil event
Nov. 11
Rio de Janeiro, Brazil
www.idclatin.com

IT Roadmap
A Network World event
Nov. 17
San Francisco
www.networkworld.com

Management Excellence Program
An IDG Corporate Training Program for emerging leaders
Nov. 18-20
Boston
Contact:
laurie_butson@idg.com

Business Continuity Management Conference & Expo
An IDG Japan event
Nov. 27-28
Tokyo Midtown (Minato-ku)
Tokyo
www.idg.co.jp/english

CIO Perspectives
"Local Connections on Global Issues"
Dec. 10
Los Angeles
www.cio.com

More listings in the Events section of IDG Central.

ARN

continued from page 1

up of Searle, ARN staffers and an outside consultant. "The short list became our list of finalists," Searle said, "and these nominations were sent to the judging panel with the brief that they are to use the nomination and their knowledge of the company in the IT channel to vote for the winners." The judging panel consisted of leading professionals from the IT channel and included 10 vendors, 10 distributors and 10 resellers.

ARN used print, electronic direct marketing, online advertising and a dedicated section of its Web site (www.arnnet.com.au/) to market the awards event. "This year we also implemented some strong online grassroots efforts to spread the word," Searle said. "Both the editorial and sales teams were charged with talking to all of our contacts and educating them about the nomination and voting processes and how to get involved."

The event also raised more than A$45,000 (US$31,000) for Clean Up Australia (www.cleanup.com.au/au/) through table sponsorships and a live auction. "Both the 2007 and 2008 awards included a green theme in line with our ongoing commitment to identifying and improving the IT industry's impact on the environment," Searle said. "In the past 16 years, Australians have devoted more than eight million hours toward the environment through Clean Up Australia Day and collected over 200,000 tons of rubbish. With these outstanding accomplishments in mind, we partnered with Clean Up Australia as our environmental charity of choice." Ian Kiernan, chairman of Clean up Australia/Clean Up the World, was on hand to offer a few words of thanks.

Keeping with the eco-friendly theme, 2007 ARN award winners were given bonsai trees instead of plastic awards. "In order for organizations to display these prestigious awards at their corporate headquarters year after year, we didn't continue with the ephemeral bonsai trees this year," Searle said, instead giving winners glass awards with the ARN Awards tree logo.

Three ARN Hall of Fame Awards were given to individuals who have long contributed to the success of the Australian channel. "I took the opportunity to present a special Hall of Fame Award to IDG Australia's retiring Managing Director **Don Kennedy** to acknowledge his vision in launching ARN in 1991 as the information source for the Australian channel," Searle said.

A Sun Microsystems representative called the evening "a wonderful night. It was not just a true celebration of the IT industry in Australia but also of the magnificent job you have done in building ARN and what it now represents in Australia."

Contact susan_searle@idg.com.au.

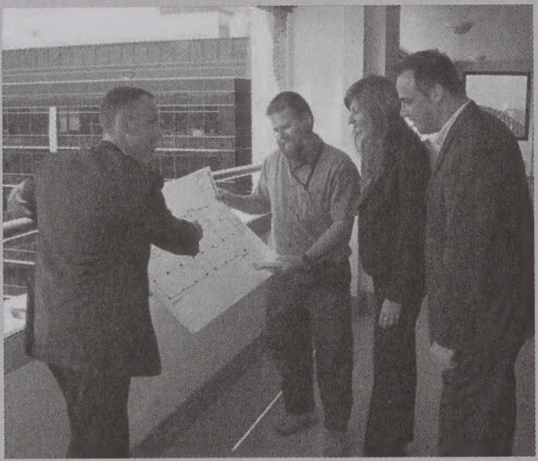
off line for fun

It's that time again! Create a brief caption for the cartoon below and send it to *IDG World Update* by Nov. 17.

The IDG employee with the most humorous submission will have a choice of receiving either an official "Off Line" t-shirt imprinted with an original Rich Tennant cartoon or a copy of Rich Tennant's book of cartoons, *Downloaded.*

Send your creations to world_update@idg.com or fax them to 617-423-0712.

IDG Australia on the move



*IDG Australia Managing Director **Davy Adams**; IT & Operations Manager **Andrew Glassock**; **Elizabeth Miller**, publisher, Enterprise Group; and **Paul Marttila**, publisher, Consumer SMB Group; look over blueprints for the group's new office space, which overlooks Sydney Harbor.*

After 17 years in St. Leonards, IDG Australia is moving to North Sydney. Beginning Monday Nov. 3, IDG Communications Pty Ltd can be found at:
Level 22, 8-20 Napier Street
North Sydney NSW 2060

(Mail to):

IDG Communications Pty Ltd
P.O. Box 1753
North Sydney, NSW 2059

E-mail, phone and fax numbers remain unchanged.

Sign up to receive World Update via PDF

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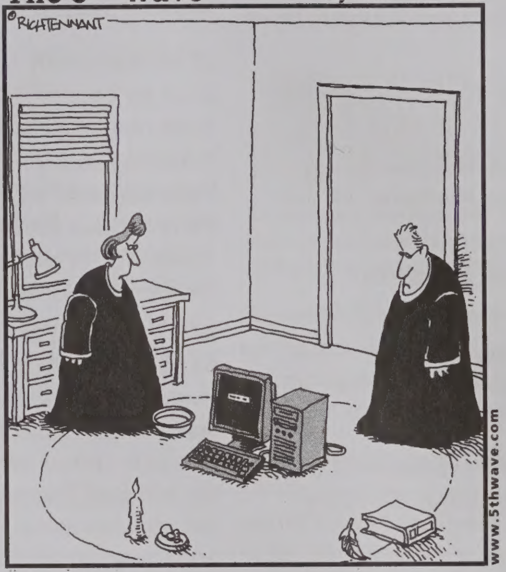
The 5th Wave By Rich Tennant



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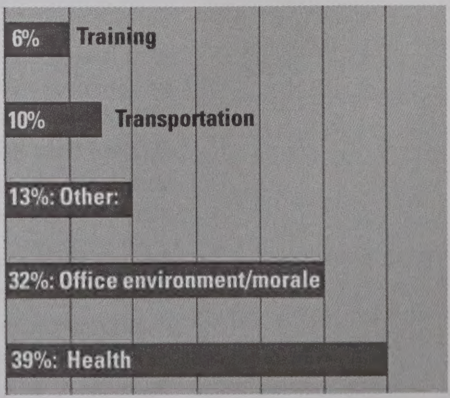
Calling all photographers!

The IDG World Update editors are looking to identify employees worldwide with access to digital cameras who are willing to serve as "on call" photograhers at their business units. If you would be willing to snap an occasional photo of a newly hired colleague, an event happening at your office or employees being profiled in a World Update story, please let us know! We also welcome unsolicited photos of office activities at any time. Write to world_update@idg.com.

Question of the Week results for Oct. 20

If your business unit could improve one benefit besides your salary, what would be your priority?



Log on to www.idgcentral.com to vote on this week's question: **Do you think IDG will be publishing print publications in the U.S. in the year 2018?**

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 Web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG also publishes more than 300 magazines and newspapers in 85 countries. IDG's media brands include CIO, CSO, Computerworld, GamePro, InfoWorld, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, Entertainment for All Expo (E for All), Storage Networking World and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events. More details at http://www.idg.com.

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WWW.IDGCENTRAL.COM

Product Line Meeting targets key IDG priorities

Speakers share best practices; focus on trends, opportunities online

Some 220 people representing 36 countries attended IDG's annual Product Line Meeting last month in Lisbon, Portugal. The two-and-a-half-day meeting featured an agenda packed with a global lineup of IDG speakers united by a clear and common theme: IDG's future rests online and in particular with online's next big thing: mobile.

*(From left): President & CEO **David Hill** and VP/Licensing **Jim Sullivan** of IDG International Publishing Services join publishing partner **Pedro Correa Mendes** from Workmedia in Portugal and IDG Chairman **Pat McGovern** at the beginning of the product line meeting in Lisbon.*

IDG WORLD UPDATE

Following welcoming remarks from one of IDG's newest licensing partners, **Pedro Correa Mendes**, CEO of Workmedia Comunicacao in Portugal, IDG Chairman **Pat McGovern** addressed the audience. Predicting a "tough 2009" McGovern said that "in recessionary times it is more important than ever to show your strength and leadership in the market." He noted that IDG's customers are in need of ever-increasing amounts of information as they face economic challenges and that "it is our job to provide it." He urged attendees to seek opportunities to partner with customers to provide custom services including event management, awards programs and custom publishing products.

PC World and Mac Publishing President and CEO **Mike Kisseberth** updated colleagues on PC World's new "product capsule" strategy. PC

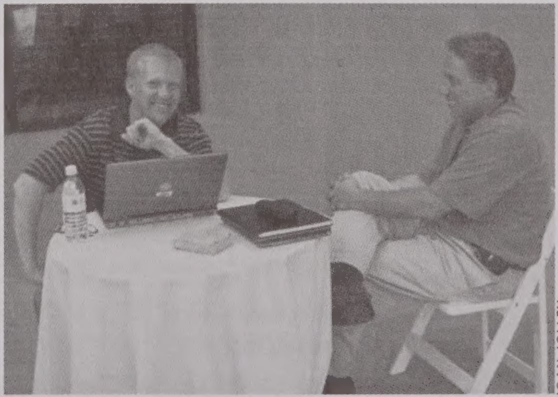
continued on page 4

IDC's GRAC meeting solidifies customer relationships

Senior managers, analysts present new initiatives, gain insight into client needs

Soliciting client feedback is a year-round effort at IDC, but the process is particularly intense and productive during the annual Global Research Advisory Council (GRAC) meeting. The 17th edition, held Oct. 19-21 at the Sheraton Wild Horse Pass outside Phoenix drew 113 of IDC's top-tier clients from around the globe who shared their thoughts on the company's existing products and services, learned about IDC's initiatives for FY09, and networked with IDC senior managers, analysts and their peers.

"As the economy slows down, it is especially important to connect with our clients on a one-to-one level," said IDC President and CEO **Kirk Campbell**. "The IDC management team greatly values the feedback our clients shared with us about IDC's products and services. We will use this information to develop and deliver new and improved offerings to our clients in the weeks and months ahead."


*IDC Sales Director **Gary Nagle** (right) and Davd Brandt of Dell enjoy a light moment during a break.*

JOAN JOLLEY

SVP and Chief Analyst **Frank Gens** served as master

continued on page 2

More online

IDG Communications CEO **Bob Carrigan** discusses key trends in the global technology media market and outlines how they relate to five important areas of opportunity for IDG in FY09 and beyond.

To view this 16-minute video, visit IDG Central. If you do not have a login, you may request one using the link you will find at www.idgcentral.com.

in brief newsworthy

IDG World Expo set to produce Electronic Entertainment Expo

IDG World Expo has signed a partnership agreement with the Entertainment Software Association (ESA) to produce the next Electronic Entertainment Expo (E^3) in Los Angeles, June 2-4, 2009.

The event, which debuted in 1995 and then downsized to a Summit conference in 2007 and 2008, will expand its scope next year to reflect the growth and dynamism of the U.S. video game industry. Open to ESA members and non-members alike, exhibiting companies will include those involved in console, PC, online and mobile game publishing and development, as well as makers of video game hardware and peripherals.

E^3 will showcase the latest in interactive entertainment and technology for all qualified computer and video game industry audiences, including international and U.S.-based media, analysts, retailers, developers and business partners. Members of the general public, however, will not be eligible to attend.

Before she rejoined IDG in 2006, IDG World Expo CEO **Mary Dolaher** served as vice president at ESA, where she and several members of her current team operated E^3 since its inception. For the past two years, World Expo produced the E^3 Media & Business Summit for the ESA, an invitation-only event without a large trade-show component that will now be replaced by the expanded E^3. E for All, a consumer-focused event that World Expo organized in 2007 and 2008, will not be held in 2009. E for All exhibitors can participate in E^3, which will generate global attention for exhibitors' products among the broad spectrum of game consumers worldwide.

"Video games are the fastest growing and most compelling sector of the entertainment industry. This upgraded event will reflect the growth, innovation and excitement of our industry," said Michael D. Gallagher, CEO of the ESA, which represents U.S. computer and video game publishers. "The breadth, scope and quality of the changes made to the show will make E^3 the must-attend event of the year."

After conducting both qualitative and quantitative research, ESA officials said changes were necessary to better meet the needs of both exhibitors and attendees. Those changes include increased booth sizes, increased qualified audiences and "an intensified focus on reinforcing the high-octane growth, innovation and captivating entertainment that are driving the computer and video game industry."

More details will be available in the next few weeks at www.e3expo.com. WU

IAB mobile research on IDG Central

IDG Global Solutions International Sales Director **Christina Briscoe** has posted research results from the Interactive Advertising Board (IAB) on IDG Central's Mobile Alert blog. IAB questioned senior media planners about mobile marketing, the tipping point when mobile will become mainstream, which channels are the most effective for mobile and other related issues.

IDC

continued from page 1

of ceremonies, with keynotes covering What's New at IDC (presented by Campbell), Forecasting ICT in Turbulent Times (SVP/Chief Research Officer **John Gantz**), Innovations in ICT Market Intelligence (Gens and Director, Market Intelligence Advisor Service **Laura Curtis**) and Best Practices Guidance for Marketing and Market Intelligence Executives (VP/Executive Advisory Group **Richard Vancil**). Two panels in the general session were Industry Insights (GVP/Vertical Market Business Units **Meredith Whalen**) and Brazil, Russia, India and China markets (EVP/International Business Units **Philippe de Marcillac**).

Breakouts covered green IT and cloud computing. A new optional breakfast session organized by IDC Consulting featured case studies on how IDC collaborates and supports clients on market intelligence and marketing outreach initiatives. Three new content areas were:

- **Interactive Demo Areas** enabled clients to learn more about IDC.com, Go-to-Market Services and the Trackers products
- **"What's Hot" Briefing Tables**. A take-off on speed dating, clients could choose from 17 topic areas, such as Telecom & IT Convergence, IT Sustainability and The Future of Outsourcing, and spend 15 minutes at three tables staffed by analysts during the course of an hour. The concept rated very highly on post-event evaluations.
- **Assigned Interactive Peer Sessions.** Before the meeting, clients voted on their top issues to address in facilitated discussions. Each attendee was assigned to one of six groups, and they will receive a follow-up summary of discussion highlights and insights from the other groups.

"GRAC is a high-touch event," said **Brad Thorpe**, SVP/Worldwide Sales. "This year we were able to raise the number of client attendees by almost 10%, and purposely kept the number of analysts high and the number of sales reps in check in order to keep the analyst-to-client ratio higher than in past years."

The strategy worked. Client evaluations showed high praise for "interaction with the analysts," and one attendee appreciated the "subtle sales" efforts and rated GRAC "better than other executive events" because of it.

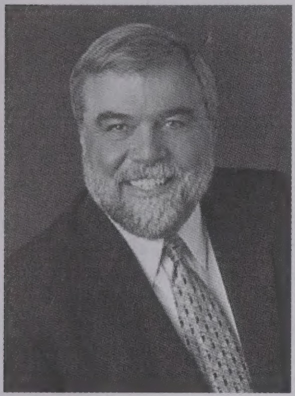
Attendees and IDC staff had a chance to relax and socialize during horseback tour, mechanical bull riding and a golf tournament. "This year's scramble allowed for a good mix on each team to discuss the market, uncover opportunities where IDC can help, and move sales along the pipeline — as well as have fun!" said IDC Group VP/Enterprise Major Accounts **Ken Hoyt**, who chaired the golf event.

More photos on IDG Central. For access to select presentations, please see insideidc.com. Write to Director of Operations & Custom Events ***Joan Jolley*** *at jjolley@idc.com.* WU

one on one the interview

Frank Cutitta

The general manager of IDG Connect is this week's columnist. Reach him at frank_cutitta@idgconnect.com.



“Clients and agencies are moving rapidly into performance- and engagement-based marketing models. Since all of our lead generation programs are performance-based and our brands are known globally, IDG is viewed as a very attractive global partner. ”

Q What is IDG Connect?

A IDG Connect is a lead generation database and content optimization company. The IDG Connect Web site houses one of the largest libraries of English language information technology white papers and webcasts in the world. We are contracted by IT vendors to develop programs that will assure that the leads they receive have a very high propensity to purchase their products.

Q I've heard you say, “We consider ourselves lead generation content experts.” What does that mean?

A Some lead generation companies simply send blasts of e-mails with vendor content (now known as assets). They take a one-size-fits-all approach to their content strategy. We call this “random acts of content.” Our philosophy is that content must be scrutinized and customized based on the wide variety of purchase influences, buying stages, generational considerations, learning styles, etc. By combining audience development (databases) with content optimization we can assist the client in building assets that provide the theme and targeting that buyers want the most. The foundation for this is the Market Fusion research developed in conjunction with **Matt Yorke** at IDG Corporate Sales. The research gives us very granular detail on precisely what content they are looking for during various stages of the buying process, as well as the optimal format for that content. We use this research as the basis for “content audits” we conduct which give an incredibly deep analysis of the client's content inventory.

Q How does IDG Connect work with IDG's media brands?

A In reality IDG Connect *is* the media brands. We are a compilation of all the databases across IDG divisions that require some form of registration. The power of the IDG Connect database is based on the fact that every subscriber has an affinity with an IDG brand before they get to us. That affinity carries a premium in the market. There are hundreds of other competing database companies that are nothing more than “name harvesting” firms.

In addition to the business units providing us with their names, we also assist with broader lead generation programs for their clients. So, for example, Computerworld might guarantee 300 leads for company ABC from their lead generation development efforts, and then they would come to IDG Connect to get another 200 leads from mailings from our database. On occasion we've gone to the business units to see if they could supplement some of the larger lead generation programs to assure a greater share of the business stay within IDG.

Recently we have been conducting content audits for business unit clients. If these audits determine the need for custom or repurposed content, we contract the business units to develop that content.

Q Why is lead generation so important to our business today?

A Unlike my years in more traditional advertising and marketing I've never heard a company say, “We're cutting back on high quality sales leads.” Leads become even more critical during tough economic times. So this provides a hedge for IDG on downturns in other segments of our business. The second reason it is important is that clients and agencies are moving rapidly into performance- and engagement-based marketing models. Since all of our lead generation programs are performance-based and our brands are known globally, IDG is viewed as a very attractive global partner.

Q How many names are in your database? What sort of job titles do these people have?

A At any point in time we have about 2 million e-mailable opt-in names in the database, but the size of the overall database is about 5 million. The titles are skewed toward enterprise buyers, but the database mirrors IDG's brands so we can provide selects ranging from gamers to CIOs.

Q How do you collect names for the database?

A The names for the database are collected from the qualification forms for the various media properties, from registrations for online newsletters or alerts circulated by the brands and IDG Connect, and from new subscibers entering our content libraries via organic search. We now live in a world of what I call “user generated circulation,” much of which is beyond the control of the media company where the content originates. So much of our circulation and new subscriber strategy will migrate to places where the users share and recommend high impact content (Digg, Slashdot, Technorati).

Q Why is this database of customer names so critical to IDG's future growth?

A As the business moves more and more toward performance and multiple engagement models, the company with the richest information about the largest universe of subscribers will win. Marketing

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Product Line Meeting

continued from page 1

"If there is one thing you take away from this today, it is that we need to drive the absolute number of e-mailable names in our database. It is fast becoming a database-driven business and we must make this our central focus."
— *IDG Communications CEO Bob Carrigan*

World's Product Capsule presents a single point of entry for all the information PCW has about a product — not only the editorial review (if one exists), but other related articles, general buying advice about the product based on its specifications, links to online sellers and vendor-supplied materials about the product.

Senior Mobile Strategist **Colin Crawford** offered a look at the worldwide mobile market, key trends, and opportunities for IDG to capitalize on the huge opportunity it represents. Conceding that mobile is still at a nascent stage, he noted that its key advantage is "that it can be the most personalized, permission-based marketing and communication channel in history. I'm not just talking about display ads, but also SMS marketing, coupons and interaction with a whole range of marketing and retail channels." Crawford said that to really get a glimpse of developments in mobile, look to Japan and South Korea where many of the technologies that are just starting to develop in the U.S. are already well-established.

Noting that the statistics around mobile are "quite staggering" Crawford pointed out that there are currently some 2.7 billion unique mobile phone subscribers — "not far off from 50% of the world's population." By 2010, there are expected to be 5.2 billion subscribers and by 2013, 95% of the world's population is expected to have mobile access. "Already the mobile market is significantly larger than the Internet with its 1.3 billion users," he said. And the fastest growing segment, the segment that IDG will focus on, is sophisticated mobile devices or smart phones, which appeal to both prosumers and enterprise users looking to boost both personal and corporate efficiency.

IDG WORLD UPDATE

(L-R): IDG International Publishing Services Licensing Manager ***Jean Gasbarro****, Enterprise GPSC Manager* ***Samantha Saunders*** *(IDG Australia) and IDG IPS Finance Manager* ***Michele Putt*** *handled all the logistics for this year's meeting.*

More online

To view a slideshow of photos from the Product Line Meeting, see this article on IDG Central at www.idgcentral.com.

IDG Research General Manager/VP **Janet King** provided an update on a major, year-long pan-IDG research initiative being conducted in conjunction with iPerceptions designed to measure satisfaction levels among visitors to IDG U.S. sites. The study, "Capturing the Voice of the Customer," is designed to provide a continuous measure of how well U.S. sites are serving their core audience needs and interests by addressing four key areas: Who is coming to the site? Why are they there? How are we doing? What do we need to fix?

IDG WORLD UPDATE

IDG Business Media (Germany) Publisher ***Dirk Limburg*** *and IDG Research Services General Manager/VP* ***Janet King*** *listen to a presentation.*

David Jonah, director Web & New Media, IT World Canada, discussed his company's preparations for the arrival of the semantic Web. (The semantic Web refers to describing things in a way that computer applications can understand; it describes the relationships between things and the properties of things.)

Several panels looked at topics including:
- Managing IT to Support an Online Media Business.
- How to Drive and Gain Audience for Online Only Products.
- Managing Print in an Online World.
- Monetizing Video.
- Great Ideas.
- Top European CIO Panel.

These presentations are available on IDG Central under the Corporate Resources/Global Meetings tab.

Half of one day was devoted to two concurrent breakout sessions, one focused on editorial and one on business issues. Presenters in the editorial session included **George Jones**, SVP/executive creative director at GamePro Media who talked about successful strategies for developing user generated content; **Galen Gruman**, executive editor at InfoWorld, who shared his thoughts about how editors can use lightweight application development tools to quickly bring engaging, interactive features to their Web sites; and **Alexa Wriggins**, director online marketing, PC World/Macworld who discussed practical SEO techniques for editors.

Speakers in the business breakout session included:
- **Matthew Yorke**, SVP sales and marketing, IDG Corporate Sales: **Integrated Marketing**.

continued on next page

Vision 2020 session gets employees thinking about the future

On the final day of the Product Line Meeting participants broke into small groups to explore a variety of topics that are important to the future success of IDG. Dubbed Vision 2020, the exercise was designed to encourage attendees to focus on the steps we should be taking today to ensure that IDG is well positioned for success in future years. Following a morning of discussions, each group reported back its key recommendations to the larger group.

Topics discussed included the following:

- Brand Longevity/Survival
- Face-to-face: The future of events and peer groups
- Internal Communications
- Identifying and Capturing the Audience of 2020
- Content Delivery: What do we need to do to stay with our customers?
- How does a private company attract and keep good people?
- Innovation: Are we doing enough to make innovation a real part of our work flow?
- Decentralized Model: Is it sustainable through 2020?
- How to survive dealing with a core audience of just IT or do we expand?

To view the video summariesof each group's findings, visit the Corporate Resources/Global Meetings section on IDG Central.

Videos, presentations on IDG Central

For more information on the meeting, visit IDG Central (www.idgcentral.com) and click on the Corporate Resources/Global Meetings tab where you will find all of the speaker presentations as well as brief five-minute video interviews with most of the speakers highlighting their key points.

Management session focuses on mobilizing staff for online realm

Following the Global Product Line (GPL) Meeting, 41 high-potential managers who were nominated by their business unit leaders participated in the Managing Staff in an Online World training session. The program aimed to give participants ideas about how to manage change, motivate their teams to understand and achieve online goals, and deliver key findings from the GPL meeting to their staff.

The program featured a panel with country managers **York von Heimburg** (Germany), **Søren Queitsch** (Denmark), **Manuel Pastor** (Spain) and International Controller **Toby Hurlstone** discussing key leadership principles. They emphasized the importance of constant and clear communication so that employees fully understand the how's and why's of the company's business strategy.

IDG Communications CEO **Bob Carrigan** fielded questions and shared some tips on managing in an online environment. Among them: generally erring on the side of speed to market and optimizing along the way; being personally engaged in the details of the business, and spending a lot of personal time on self-education related to your business activities.

The next day, the group had two two-hour workshops led by the organizers, VP/Human Resources Computerworld & InfoWorld **Julie Lynch** (Managing Change) and Director/IDG Training and Development **Laurie Butson** (Situational Leadership). Lynch gave examples of how to convey a business unit's online vision and noted the importance of mapping the organization's structure to the vision. Traditionally, the circulation, editorial and sales functions didn't interact much, but in the era of consultative selling, there's much more of a need for functional groups to work cooperatively. She also stressed that strong management – including managing performance, setting standards for personal accountability and encouraging enthusiasm — will help staff develop an online mindset.

IDG WORLD UPDATE

*Session co-organizer **Julie Lynch** talks with **Jozsef Szigetvari** (IDG Hungary) as **Sachin Rustagi** (IT World Canada) looks on. Nearby is **Shane Schick** (IT World Canada) and **Siddharth Singh** (IDG India).*

The Situational Leadership management system is a practical resource to help managers figure out what their employees need and how to help them succeed. Different leadership styles — directing, coaching, supporting or delegating — should ideally be matched, depending to the situation, to an employee's development level, which is measured in terms of their competence and commitment to a certain task.

In the wrap-up, attendees talked about the main action plans they'll be taking away from Lisbon.

Download the Situational Leadership presentation with this article on IDG Central. For program details, write to laurie_butson@idg.com and julie_lynch@computerworld.com. WU

Product Line Meeting

continued from previous page

- **Sarah Welcome**, customer intelligence manager, IDG Corporate Services Group: **Increasing E-Mail Effectiveness and Response**.
- **Lisa Glover**, director client services, IDG Global Solutions U.K.: **IGS Update—Case Studies and Best Practices**.
- **Sebastian Woerle**, head of sales, Computerwoche and CIO, IDG Germany: **Lead Generation and Webinars**.

IDG Communications CEO **Bob Carrigan** closed the meeting with a presentation that examined key trends in the IT media space and IDG's most pressing corporate priorities for FY09 and beyond. He identified and discussed five key areas of opportunities for IDG:

- Global digital audience expansion
- Performance-based solutions
- A world of networks
- The shifting priorities of tech marketers
- Managing print for profit

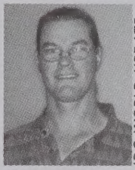
IDG WORLD UPDATE

*PC World Albanian publisher **Hevzi Cuci** (left) and Chief Editor **Dritan Kici** were among IDG's newest publishing partners at the meeting.*

Carrigan stressed the critical importance of growing IDG's worldwide customer database. "If there is one thing you take away from this today, it is that we need to drive the absolute number of e-mailable names in our database. It is fast becoming a database-driven business and we must make this our central focus," he said. WU

noteworthy people

Promotions


IDG WORLD UPDATE

Kuta

PC World Test Center Data Manager **Jeff Kuta** has been named Test Center director. "Most would argue that this recognition is long overdue," said **Steve Fox**, PC World VP/Editorial Director. "Jeff joined PC World as a performance analyst in August 1995, when the lab was still a relative youngster and demands on the Test Center were burgeoning. Jeff took to the work immediately and quickly became a Test Center mainstay, ultimately receiving promotions to senior performance analyst and then data manager. During the trying times of the last few years, Jeff got to show his mettle and leadership skills, tackling Snippets and other numbingly complex projects, interacting with the business side and ably representing the Test Center in many contexts." *jeff_kuta@pcworld.com*

IDG WORLD UPDATE

Moretti

Macworld Sales Associate **Paul Moretti** has been promoted to ad coordinator. "Paul has worked with the Macworld sales team for over a year now. He's been a huge asset to the team and is always willing to go above and beyond the call of duty to get the job done," said **Leslie Piper**, Mac Publishing director, Northwest Integrated Sales. "Paul has demonstrated his ability to take on even the biggest of tasks. His first ad close was Macworld's February issue, Macworld Expo's show issue, the year's biggest. Paul was basically thrown into this massive close, with virtually no training, and was able to close the issue like a pro. In addition to his phenomenal sales support skills, Paul has been overseeing Macworld's e-mail newsletter schedule as well as the Macworld print map. He has demonstrated his ability to work well across various departments, which is essential to the success of both Macworld and PC World." *paul_moretti@macworld.com*

IDG WORLD UPDATE

Lopez

PC World and **Macworld** Ad Project Coordinator **Leilani Lopez** has been promoted to ad project manager. "Leilani will project manage an assortment of custom advertising projects on behalf of the Ad Operation/Sales team. She has already been hard at work on the PCW Holiday Gift Guides, Toshiba How To Buy Guide, Microsoft Resource Centers along with working with the sales team on inventory projections," said **Kevin Barden**, director of advertising operations. "These custom projects require a ton of organization, thorough knowledge of how we operate and represent a growing revenue stream. With her past experience for us, Leilani has proven to be more than qualified to take on this new adventure." *leilani_lopez@pcworld.com*

New employees

CXO Media has hired **Shane O'Neill** as senior online writer for CIO.com. He was previously online editor at Ziff Davis Enterprise's eWeek. He earned a B.A. in American studies from Providence College in Rhode Island and an M.A. in communications from Boston's Emerson College. In his free time he enjoys tennis, poetry and photography and recently ran the Falmouth (Mass.) Road Race. *soneill@cxo.com*

Megan Fahey joins **Computerworld** as an online account executive. She was previously national campaign manager/West with TechTarget. A graduate of the University of Massachusetts/Amherst, she earned a B.A. with a double major of sociology and communications. In her free time she enjoys snowboarding and travel. *megan_fahey@computerworld.com*

Ang Pueh Heng joins **IDC Malaysia** as IS manager. He has 12 years of IT experience, most recently with Accenture Solutions' IT services division; he has also worked for CSA Malaysia, Dell and EDS. A graduate of the U.K.'s University of Staffordshire with a degree in IT, he is an active sportsman, playing tennis and badminton, and speaks Malay, Mandarin, Cantonese, Korean, Japanese, French and English. *pang@idc.com*

Wilson

Lauren Wilson is **CXO Executive Programs**' new senior marketing specialist. She was previously marketing and product manager at RentGrow, Inc. She holds a B.A. in English and Journalism from the University of Delaware in Newark and an M.A. in English from Rutgers University in Camden, N.J. In her free time she enjoys running, cooking, travel and the theater. *lauren_wilson@cxo.com*

PETER SHORT

Tarnacha

IDC Framingham's Telecom Vertical Group has hired **Ankur Tarnacha** as a research analyst, a title he also held at his previous employer, the Yankee Group. He earned a B.S. in electronic engineering with a concentration in telecommunications from India's Motilal Nehru National Institute of Technology and an M.S. in electrical engineering and a Ph.D. in telecom policy, strategy and management from Penn State University. He enjoys playing squash, watching football and reading. *atarnacha@idc.com*

Previously associate director of Corporate Executive Board, **Anita Kaufmann** joins **CXO Media** as development manager. She holds an M.B.A. from Loyola University of Chicago and enjoys working out, travel and reading. *akaufmann@cio.com*

Transfers

Associate Market Analyst **Audrey Heng** moves from **IDC Asia/Pacific**'s Singapore office's Perpherals team to the Emerging Technology Advisory Services group. Prior to joining IDC, she was a research executive with Millward Brown Asia Pacific, conducting market research, including client and project management and data analysis in the consumer goods sector, where she specialized in advertising and brand health tracking studies. She holds a B.S. in business management from Singapore Management University, where she majored in both marketing and finance. *aheng@idc.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Podcast: IDG and the economy

Check the link on the home page of IDG Central for a 20-minute podcast from IDG Communications CEO **Bob Carrigan** that focuses on the economy and how IDG's strong financial foundation will help it weather the storm.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

41
Ted Bloom *IDG*

26
Miguel Hermosell *IDG Spain*

24
Luis Villacorta *IDG Spain*

20
Jayne Enos *IDG*

19
Yoshitomo Fukuda *IDG Japan*
Bruno Agostini *Nuov@Periodici Italia*

18
Cornelia Kraemer *IDG Germany*

17
Hugo Shong *IDG Asia*
Connie Huron *IT News Info*
Johan Egging *IDG Netherlands*
Jolanta Szot *IDG Poland*

16
Joachim Hackmann *IDG Germany*

15
Richard Heiman *IDC*
Selinna Chin *IDC Malaysia*

14
Timothy Greene *Network World*
Fredrik Bernsel *IDG Sweden*
Sabine Mayer *IDG Germany*
Eric Sheppard *IDC U.K.*

13
Thomas Gunni Pedersen *IDG Denmark*
Ricardo Sampaio *IDC Brazil*

12
Jolana Lammelova *IDG Czech*
Annemarie Lootsma *IDG Netherlands*
Wolfgang Schlichting *IDC*
Mario Morales *IDC*
Magnus Höij *IDG Sweden*

10
Marcel Roozeboom *IDG Netherlands*
Franck Nassah *IDC France*
Christian Toepfer *IDG Germany*

9
Annelise Fortier *IDG*
Janice Higgins *IDC*
Maggie Tan *IDC Malaysia*
Martyn Williams *IDG News Service*
Albert Lauchner *IDG Germany*
Manfred Aumaier *IDG Germany*
Geoffrey O'Connor *PC Advisor*
Chris Ingle *IDC U.K.*

8
Danilo Loda *Nuov@Periodici Italia*
Mats Brandon *IDG Sweden*
Hans-Christian Dirscherl *IDG Germany*
Alexander Beck *IDG Germany*

7
Ineke Kievit-van Hese *IDG Netherlands*
In Hyung Baik *IDC Korea*
Thomas Jank *IDG Germany*
Ruediger Guzikowski *IDG Germany*

6
Eugene Henderson Jr. *IDC*
Jeanne Capachin *IDC*
Linda Breisch *IDC*
Patricia Henderson *IDC*
Mary Jane Donnelly *IDC*
Judith Black *IDC U.K.*

5
Patrick Burke *IDG*
Laura Brisbee *IDC*
Dino Del Vescovo *Nuov@Periodici Italia*
Christian Loebering *IDG Germany*
Sigrid Falkner *IDG Germany*

4
Mike Draper *Network World*
Chheng Pradith *IDG Int'l Publishing Services*
William Roch *IDC*
Irida Xheneti *IDC*
Elisabete Ribeiro *Now!Digital Business*
Renata Bevilacqua *IDC Brazil*
Alexandra Reis *IDC Brazil*
Dan McLean *IT World Canada*
Luca Masoni *Nuov@Periodici Italia*
Juana Gandia *IDG Spain*
Moa Hansson *IDG Sweden*
Mark Buckley *IDC U.K.*
Scott Gemmell *IDC U.K.*

3
David Lee *IDG Switzerland*
Monori Tanji *IDG Japan*
Gonny Tholen *IDG Netherlands*
Teresa Bozzelli *IDC*
Annie Wong *IDC Malaysia*
Karin Lindström *IDG Sweden*
Mirja Wagner *IDG Germany*

2
Nanette Funsch *IDG World Expo*
Suzanne Levecque *IDG World Expo*
Mariella Ley *DG World Expo*
Maureen McNeil *IDG World Expo*
Melissa Messier *IDG World Expo*
Priscilla Phillips *IDG World Expo*
Linsy Reece *IDG World Expo*
Alida Roberts *IDG World Expo*
Werner Ortler *IDG Switzerland*
Aromi Rajon *IT News Info*
M Sukapintha *IDG Netherlands*
Anthony Bebee *IDC*
Leila Sigler *IDC*
Michelle Tan-Fong *IDC Singapore*
Hye-Jin Kim *IDC Taiwan*
Cecile Castel *IDC France*
Elena Ciscneros *IDG Spain*
Simon Larsson *IDG Sweden*
Michael Säll *IDG Sweden*
Anders Rydebrant *IDG Sweden*

1
Helle Kaptain *IDG Denmark*
Ferry Waterkamp *IDG Netherlands*
Lidice Fernandez *IDC*
Rebecca Freeman *IDC*
Chris Morris *IDC Australia*
Mina Ha *IDC Malaysia*
Rafizah Rahman *IDC Malaysia*
Jason Boon *IDC Singapore*
Kenneth Liew *IDC Singapore*
John Cheng *IDC Taiwan*
Patrick Melgarejo *IDC Peru*
Johan Leth *IDG Sweden*
Christoph Klapetek *IDG Germany*
Stefan Huegel *IDG Germany*
Marie Petersen *IDG U.K.*

One on one

continued from page 3

programs are becoming much more "surgical," so having the ability to zero-in on buyers with certain content consumption patterns is a major competitive advantage. When we aggregate these consumption patterns across IDG the behavioral analytics have enormous appeal to companies looking to generate and nurture leads. Although size, depth and analytics of the database are very important, the success of performance models is based on trust. Simply stated, readers trust mail that has IDG brands in the "from line," and this assures us of a content engagement with that targeted customer.

Q **What new products or services has IDG Connect developed over the past year?**

A We have a few new products that have been very well received by the marketplace. First are the Content Audits, which help vendors identify, analyze and map what tend to be far-flung inventories of content assets they've developed. We're literally approaching a thousand content audits contracted by the top IT companies in the world. We have some articles and a series of webcasts on the Knowledge Hub where our customer experience guru **Bob Johnson** explains this content optimization process.

The other product we've launched is the Engagement Intensity Index® which tracks engagements with content we deliver and scores them based on the attributes of the content asset and how voracious the consumption of that content is. The attributes (intimacy, degree of difficulty, purchase stage, etc.) are determined during the content audit process. So at the end of the process the client gets what is more a behaviorally based lead "dossier" rather than simple business card information.

We are also enhancing our international efforts given the huge premium for names from outside the U.S. Between the names on the Connect database and the names available within each country we have a very attractive offering for global marketers. To this end **John O'Malley** has just spearheaded the launch of IDG Connect Europe with **Matthew Smith** as the new director in London. In addition we work closely with **Michael Mullaney**'s IDG Global Solutions team on programs that require the use of in-country lists around the world. WU

celebrating 10!

Name
Christine Kohn-Meier

Home
Munich, Germany

Joined IDG Germany
January, 1996 as assistant to the publisher of Computerwoche.

Career path since joining IDG Germany
1996 to 2003: assistant to publisher Computerwoche; 2003 to 2005: assistant to group publisher, IDG Business Media; 2005 to today: event manager, IDG Business Media.

Current title
Event Manager. I assist our Event Director in his daily business. I'm responsible for the cost management of our events and within our department, I manage seminars, support our onsite team, and stand in for colleagues on vacation or sick leave.

Interests outside the office
Reading, hiking, rock climbing, traveling.

Family
My husband Robert and our dog Heinz.

What talent do you wish you had?
I wish I could sing.

Dream destination
Hawaii and Canada.

Fantasy job
Being a musher.

What is the last good deed you did?
Adopting my dog, Heinz, from an animal shelter in Italy where he had already spent 10 years of his life.

First job?
Being a stable "boy" at a racing stable.

What it taught you?
That I didn't want to get up at 4:00 a.m. every day for the rest of my life.

Favorite vacation spot?
Scandinavia and the Mediterranean sea.

***Christine Kohn-Meier** was the guest of IDG Chairman **Pat McGovern** at a luncheon honoring her 12 years of service to IDG.*

If you won the lottery tomorrow, you would
Buy a big farm and make a pet sanctuary out of it.

Retirement dreams?
Find a place to live where I'll have an ocean view as well as the mountains nearby.

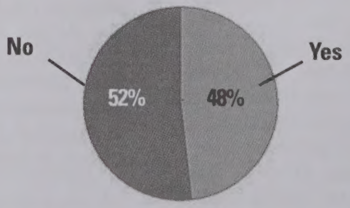
Manager's profile
"Christine occupies a central position within our event department. Every budget, every forecast passes her desk while at the same time she manages complex projects with national and international customers to their and to my utter satisfaction."
— Gerhard Holzwart, events director, CIO/Computerwoche

PDF delivery speeds arrival of World Update to your e-mail box

IDG employees can receive IDG World Update as a PDF file — with full-color photos — via e-mail. To request this service, write to world_update@idg.com. Current and archived PDFs are also available for download in the World Update section of IDG Central (www.idgcentral.com).

Question of the Week results for Oct. 27

Do you think IDG will be publishing print publications in the year 2018?



Log on to www.idgcentral.com to vote on this week: **Have you downloaded movies off the 'net to view at home?**

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

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Carolyn Rauch *IDG World Expo*
Piper Sheer *IDG Communications*

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 Web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG also publishes more than 300 magazines and newspapers in 85 countries. IDG's media brands include CIO, CSO, Computerworld, GamePro, InfoWorld/TechWorld/TecChannel, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, E for All, Storage Networking World and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events. More details at http://www.idg.com.

IDG WorldUpdate

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Celebrating 10! IDC U.K.'s Mathew Heath *page 8*

CXO Media, Network World combine to form one business unit — see page 6

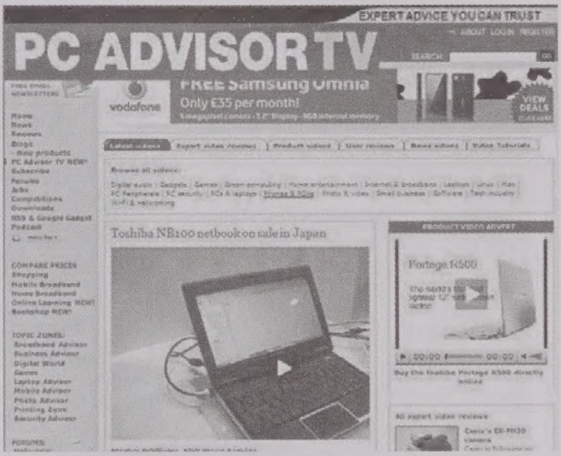
PCAdvisor.co inks deal to add vendor product videos

Clearly sourced vendor content rounds out expert, user review offerings

IDG U.K.'s PCAdvisor.co is giving its users yet another good reason to watch TV — PC Advisor TV. IDG U.K. recently partnered with London-based Flixmedia to add the latter's pool of more than 900 on-demand vendor product videos to the ones the site currently offers. IDG U.K. is the only media firm to offer Flixmedia's unique video content.

"Adding vendor content to the site means we now have the full spectrum of videos: expert reviews, user reviews and the vendor material, in addition to tutorials and news videos," said Editor **Paul Trotter**. PC Advisor TV began a soft launch in mid-September, and Trotter expects an official launch later this month. As PC Advisor TV is still in beta and still being tweaked, IDG U.K. has not heavily promoted it, but Trotter said the site has regularly seen 1,000 page views in a day.

"I think readers are becoming more comfortable with accessing and using content from a variety of sources," Trotter said. "Vendors and other users provide a different angle, but expert reviews from PC Advisor will remain the cornerstone of our publishing strategy."



Flixmedia's vendor product videos are available in English, German, French, Italian and Spanish.

PC Advisor TV's catalog is growing by 100 videos

continued on page 4

Computerwoche's user-centric redesign reaps cost savings

Reduced trim size, focus on context, analysis reflect changing reader habits

Computerwoche's new magazine format was welcomed by a majority of readers surveyed.

Computerwoche last month unveiled a substantial redesign of its print publication that aims to balance the company's need to reduce its print-related expenses with reassuring readers that the publication remains committed to serving their evolving information needs.

The relaunched publication, which debuted with the Oct. 4 issue, now sports a smaller, magazine format and an updated layout. And while Computerwoche continues to target corporate IT managers, its editorial focus has been adjusted to both capitalize on its magazine format as well as concentrate on the unique strengths of print.

"The reading habits of Computerwoche customers have changed," noted Editor-in-chief **Heinrich Vaske**. He said readers are now more accustomed to getting their daily news at computerwoche.de or from an appropriate newsletter. The print edition, he said, will now focus on useful filtering and ordering of key market trends and events. "Prioritization and the ability to place information in context are the great strengths of print," Vaske said. "Our editors are taking up the challenge of finding the relevant subjects at the right point in time and presenting them to our readers in the most useful format."

Editor-in-chief ***Heinrich Vaske*** *said Computerwoche's new editorial focus reflects the unique strengths of print: helping users to understand the relative importance and context of news and trends in the industry.*

Each issue will now feature one main cover story, generally five to 10 pages in length and often bro-

continued on page 5

in brief newsworthy

IDC Portugal kicks off FY09 event lineup with Directions conference

IDC Portugal kicked off its FY09 event lineup last month with its annual Directions conference, attracting 769 primarily mid- and top-managers from end-user and vendors companies to the Estoril Congress Center in Lisbon. IDC Senior VP & Chief Analyst **Frank Gens** delivered the keynote address "Enterprise IT in the Post-Disruption Marketplace."

*IDC Portugal staff on hand at Directions included: **Monica Kalman**, designer; **Gabriel Coimbra**, research and consulting director; **Sergio Santos**, business developer; **Bibiana Coimbra**, account manager; **Frank Gens**; **Jorge Coimbra**, general manager, IDC Portugal; **Barbara Coimbra**, financial and administrative assistant; **Sergio Domingues**, conference senior manager; and **Ines Silvia**, customer support.*

Attendance at this year's two-day conference was up 14% over last year's figure, a fact General Manager **Jorge Coimbra** attributed to this year's high-caliber speaker lineup. In addition to Gens, attendees heard from more than 30 senior executives at sponsoring companies including Symantec, Fujitsu Siemens, IBM, HP, Novell, Dell, SAS and EMC. "Directions has been established as the leading conference on information technology and communications in Portugal," Coimbra said, noting that it faces little direct independent competition. Attendees gave the conference a rating of 4.3 out of 5 for overall excellence, Coimbra said.

*IDC Senior VP & Chief Analyst **Frank Gens** and **Gabriel Coimbra**, Research & Consulting director, IDC Portugal.*

At the conclusion of the conference, some 40 top executives of various vendor companies including IBM, Microsoft, HP, Accenture, Dell, Symantec, Siemens, SAS, Portugal Telecom and others, attended a dinner with Gens hosted by IDC Portugal.

IDC Portugal has an additional 18 events scheduled throughout FY09.

For more information visit www.idc.com/portugal or contact Jorge Coimbra at jcoimbra@idc.com.

MacWorld Sweden gains in online traffic, print sales

Editor-in-chief ***Andreas Leijon***

Life is good these days at MacWorld Sweden.

The number of full-time editorial staff members may be small — just three — but MacWorld Sweden is putting up big numbers in critically important areas such as newsstand sales, readership and online traffic.

According to Sales & Marketing Manager **Jesper Landren**, Apple's penetration in Sweden mirrors that of the U.S., though it hasn't made as much of an impact in the educational market. As with the rest of the world, Mac notebook sales are up, and the iPhone debuted locally in July.

MacWorld Sweden hasn't faced any direct print competition in the five years since acquiring its last rival, Macpressen. However, a former freelance writer for MacWorld will soon introduce iLove, a free title slated to be distributed at 12 Apple Concept Stores with a circulation of 5,000. In contrast, Macworld has a print run of 20,000, is distributed in 20 Apple Concept Stores and at 2,570 newsstands and has more than 8,000 subscribers.

*(L-r): **Johan Leth**, sales; **Anna Müller**, editor; **Jimmy Lee Skruve**, online editor; **Carl-Johan Wollner**, art director and **Jesper Landren**, sales and business manager.*

One major change that has yielded big rewards was switching to a more statistically savvy distribution partner that can continuously optimize which newsstands to use and how many copies to send to them. While more expensive, the company's value was quickly proven, as MacWorld recouped its costs in two months rather than six. Editor-in-chief **Andreas Leijon**, who also designs the cover, has made a concerted effort in recent months to create a more "sales-oriented" than "artsy" look, Landren said, with "great success." (See cover samples with this article on IDG Central.)

As a result, in June newsstands sales reached an all-time high of 8,000 copies. Readership was up 35% in March 2008 compared with the previous year, with 50,000 readers overall, which is 10% of the Mac-user population in Sweden.

Unique visitors and page views are up 30% this year at the MacWorld site (http://macworld.idg.se). Traffic is higher than ever, with 95,000 unique visitors per week in early October (up from 63,000 in late January), making it the sixth largest magazine site in Sweden.

One of the ways MacWorld Sweden has attained such online success has been to create and sustain an energetic Web community. "We found out the best way to market a community is to show the proper use of it," Landren said. "People haven't got much time these days, so we've got to be brutally honest with ourselves about exactly why someone should invest time with our community. Just having a platform doesn't do the trick. We promote the community in our online articles and have a dedicated five-page section in the magazine."

With 32,000 members, and 26,000 subscribers to MacWorld Sweden's weekly e-newsletter, MacWorld Sweden is the largest Mac/Apple community in the country.

Write to jesper.landren@idg.se.

on the job

what I've learned about...

E-mail content best practices

Sarah Welcome is the Director of Customer Intelligence for the IDG Corporate Services Group. She began her IDG career at Computerworld in 2005, where she was hired to develop an in-house solution for e-mail database and marketing, which evolved into the customer intelligence program and was later rolled out to other units and became a standard for IDG Communications.

Welcome has helped IDG business units develop their databases, both in terms of acquiring new names and in gathering demographic and behavioral data. She has also been responsible for improving e-mail deliverability and has implemented a team and programs to build strong relationships with all the major Internet Service Providers. In this column, she shares some of her best e-mail tips. Reach her at sarah_welcome@idg.com.

IDG customers face a cluttered e-mail landscape these days. Spam is up 280% globally compared with this time last year, which is desensitizing readers' responsiveness to e-mail in general. Don't assume the strength of your customer relationships will lift you above the fray. The average person makes the decision to read or delete an e-mail within two to five seconds, so it's essential to capture their interest almost immediately.

E-mail best practices change regularly, based on new Internet Service Provider developments and technology as well as your organization's sending reputation. Here are our Top 10 E-mail Content Best Practices to optimize your overall e-mail efforts and increase deliverability, open rates, click-throughs and conversions. Note that what works for one group may not always work for another. Even within IDG, we see audiences for the varying brands react differently to messaging and formats. Always test changes, and keep testing, as the environment continues to change.

E-mail should stand up in the preview pane

Most people view their in-box in a preview pane that doesn't show the whole e-mail, just the first several inches, until you scroll down or open it fully. This is typical in Outlook and many other e-mail clients.

Make sure your message is clearly conveyed in the preview pane, is branded and includes a link to registration/action, whether it's a white paper, event, or newsletter. Hyperlinks (where clicking on a highlighted word takes you to a URL) are not typically clickable on a handheld device. Consider providing one text link (completely written out, such as http://www.testlink.net) to your desired action. Pay particular attention to the first two to three inches of your e-mail, as this may be all the customer sees in the preview pane. Limit graphics for better rendering on both PCs and handhelds. *Impact*: increases open rates and click-throughs.

Friendly "from"

This is how your e-mail is identified in the preview pane and people's inboxes; it should be branded (for example, "Computerworld Daily" or "InfoWorld Online Resources"). *Impact*: increases recognition and opens.

Branded "from"

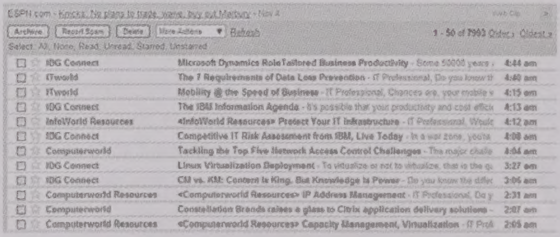
This is the actual e-mail address you send from, for example, newsletters@online.computerworld.com or feature_resources@online.idgconnect.com. It should be branded and tied to your brand's main domain. Choose one and stick with it. *Impact*: increases recognition and opens and is also a key factor in your sending reputation.

Strong subject line

This is the factor determining whether an e-mail will be opened. Keep it to 50 characters or fewer; industry research shows subject lines of this length can have a 75% higher open rate. If a reader views an e-mail in the preview pane, the subject line is a key component in determining whether your message gets opened or deleted. *Impact*: increases opens.

Snippet text

This is simply the first line of the e-mail, above any graphics. It is picked up in a pop-up window in the preview pane as someone rolls over their messages, for example: "Unified Communication." "Data, Voice and Mobile." "HP Procure." It should give indicators of the content within the e-mail. *Impact*: significant increases in open rates using snippet text.



ESPN.com - Knicks: No plans to trade, waive, buy out Marbury - Nov 4
Archive
Report Spam
Delete
More Actions
Refresh
1 - 50 of 7993 Older › Oldest »
Select: All, None, Read, Unread, Starred, Unstarred

IDG Connect	Microsoft Dynamics RoleTailored Business Productivity - Some 50000 years	4:44 am
ITworld	The 7 Requirements of Data Loss Prevention - IT Professional, Do you know th	4:40 am
ITworld	Mobility @ the Speed of Business - IT Professional, Chances are, your mobile w	4:15 am
IDG Connect	The IBM Information Agenda - It's possible that your productivity and cost effic	4:13 am
InfoWorld Resources	«InfoWorld Resources» Protect Your IT Infrastructure - IT Professional, Would	4:12 am
IDG Connect	Competitive IT Risk Assessment from IBM, Live Today - In a war zone, you're	4:08 am
Computerworld	Tackling the Top Five Network Access Control Challenges - The major challe	4:04 am
IDG Connect	Linux Virtualization Deployment - To virtualize or not to virtualize, that is the qu	3:27 am
IDG Connect	CM vs. KM: Content is King, But Knowledge is Power - Do you know the differ	3:06 am
Computerworld Resources	«Computerworld Resources» IP Address Management - IT Professional, Do y	2:31 am
Computerworld	Constellation Brands raises a glass to Citrix application delivery solutions -	2:07 am
Computerworld Resources	«Computerworld Resources» Capacity Management, Virtualization - IT Prof	2:05 am

An example of snippet text.

Content should be scannable, not readable

People are not reading their e-mail, they're scanning it — remember, the average person deals with each e-mail in their inbox for two to five seconds. Create your e-mails in scannable chunks or paragraphs, with clickable header and footer links to registration. Use bullets when appropriate. *Impact*: increases click-through.

Keep to one printed page

Keep the total e-mail — header and footer — to a single printed page. Research shows that shorter e-mails typically have higher click-throughs. Keep as much pertinent content "above the fold," i.e., the part of the e-mail they can see in their preview pane. *Impact*: increases click-through.

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PC Advisor TV

continued from page 1

per month, Trotter noted. Videos can be searched in 18 vertical categories, such as Laptops, Linux and Software, or broader groupings, such as Latest Videos, Video Tutorials, Product Videos and User Reviews. Videos from the IDG News Service's Online Video Producer **Nick Barber** and Tokyo Bureau Chief **Martyn Williams** are posted in a News Videos area, while the Expert Video Reviews section offers content from PC World and Macworld and other English-language IDG sites, sourced through the IDG News Service. "PC World's tutorials have proven invaluable to ensure we can add a different element to the site," Trotter said.

Users may also contribute videos. "We're asking readers to submit videos to YouTube, and we're integrating them from there," Trotter said. To get things started, however, PC Advisor scouted out its first set of user review videos from YouTube. All user videos are vetted to ensure quality and reader relevancy. "We'll be running competitions over the coming months to encourage our large forum user base to start submitting content," Trotter said. "We're growing our database of written user reviews and would like to complement them with user videos."

Trotter

Vendors' product videos cover the key features of each product and are factually correct but always positive. "Provided we're clear about where we source them — labeling them 'product videos' as opposed to 'expert video reviews', for example — they provide readers with new opportunities to see the products in action," Trotter said, adding, "Our video reviews and user reviews will continue to help us provide a balanced opinion on each product."

As a publisher, IDG U.K.'s reader base is an attractive one for Flixmedia's vendor partners, Trotter added. "Rather than distributing those videos purely to customers on retail sites — people who are already at the point of purchase — as Flixmedia has done traditionally, PC Advisor gives them access to those who are in the product-selection process. The partnership also means our sales team can tap into Flixmedia's partners and access additional budgets."

Although users are viewing videos from within the PC Advisor site, those videos are actually being delivered directly from Flixmedia's servers. In the terms of the contract, Flixmedia requested that it initially host the videos. "This works well for us," Trotter said. "The company's distribution network ensures content is delivered quickly and seamlessly, so there are no problems there. But first and foremost, it means IDG has no bandwidth costs for delivering vendor videos."

According to Trotter, a number of U.K. technology sites have been experimenting with producing videos, but none of them has the large catalog of videos PC Advisor is able to offer as a result of its exclusive deal with Flixmedia.

Behind the scenes, IDG U.K.'s Managing Director **Kit Gould** introduced Flixmedia to PC Advisor earlier this year. PC Advisor Publishing Director **Simon Jary** and Trotter worked with Flixmedia CEO Scott Lester and his team on the design of PC Advisor TV and the logistics for integrating vendor content. **Daniel Shaw**, IDG U.K. associate publisher, and **Doug Green**, senior sales executive, developed the commercial side of the project, securing the first advertiser for PC Advisor TV and have a number of other prospects that should be signed up in the coming weeks, according to Trotter. "Web Developer **Bradley Deutsch** was the person who made PC Advisor TV a reality," Trotter said. "The project took six weeks in total, and his hard work in designing the site and integrating videos hosted in different locations was key to getting this project off the ground."

Deutsch

Contact Paul Trotter at paul_trotter@idg.co.uk. WU

Flixmedia deal offers access to new ad budgets

PC Advisor TV was designed to take advantage of various advertising opportunities, according to PC Advisor **Paul Trotter**. "We have traditional online ad units such as MPUs [mid-page units], leaderboards and pre-rolls, and we're selling those on a tenancy basis, so the CPMs are high," he said. Perhaps more interesting, he added, is the opportunity to sell advertising to the companies whose products are featured in Flixmedia's videos. The videos themselves form marketing collateral that can boost the availability of the video campaigns PC Advisor can run.

"Vendors have already paid Flixmedia to produce the videos on the basis that they appear on the Web sites of retail outlets, but PC Advisor's readers present an entirely new audience," Trotter said.

"This allows our sales team to target additional budgets with marketing teams that already have a relationship with Flixmedia. The revenue-share agreement we've put in place means Flixmedia is keen to make the introductions. The company has been involved in the early stages of the ad sales process, and we now have access to Flixmedia's contacts. In practice, this means the product videos that are already on the site can also be used as advertising units. Samsung, for example, can sponsor the printer category and have its printer videos appear next to all printer reviews, news and tutorials across the site."

Flixmedia videos available to IDG business units in five languages

Want to watch videos on your company's Web site? PC Advisor Editor **Paul Trotter** said Flixmedia's content is "ready to go" for Germany, France, Italy, Spain and at English-speaking IDG business units. "Other IDG business units could also use the content, and anyone who's interested should feel free to get in touch with us. We can make the introductions to Flixmedia, and the company is keen to work with IDG on a global basis," he said.

Although PC Advisor TV is only offering content in English, Flixmedia provides vendor videos in German, French, Italian and Spanish, and the catalog of non-English-language videos is increasing weekly, according to Trotter. There are currently 450 videos in German and French, 250 in Spanish and 150 in Italian, all of which are available to other IDG sites.

Each IDG site would be free to choose a design that suits them, Trotter noted. "We experimented with using iFrames to run the product videos tab on PC Advisor TV directly from an external page set up by Flixmedia. Also various categories of videos may be appropriate for different titles, and it's straightforward to pick and choose the products that are most relevant to each site."

Computerwoche redesign

continued from page 1

ken into two or three shorter pieces presented as a package. These pieces will examine major trends with an eye to identifying benefits and drawbacks for readers. Often they will include an interview with a CIO, top analyst or a vendor executive and an accompanying piece offering advice and tips for readers.

Computerwoche's editorial team shows off copies of the recently redesigned issue, which now has a magazine format and an updated layout.

> *"Our readers said that they wanted to read the news on our Web site and that the magazine should publish more background reports and analysis."*
>
> *— Heinrich Vaske, edito-in-chief, Computerwoche*

Important news items will be reported on clearly structured news pages and the content will be closely coordinated with the online version.

Computerwoche will now feature five sections:

- The first section is called Trends and Analysis. Editors will describe and analyze the latest news, events and market research results. For example, "Fujitsu buys Fujitsu-Siemens." Is this the end for the German hardware industry? What does that mean for customers? The publication's news pages are embedded in this section.
- The second and most important section of the publication contains the cover story.
- The third section, Products and Practice, contains descriptions, comparisons and tests of various hardware, software and communications tools.
- IT Strategy is the fourth section and focuses on what the CIO or IT decision makers need to know to do a better job. Typical topics might include risk management, outsourcing, IT Infrastructure Library, service management, and so on.
- Jobs & Careers. The last section contains all the information an IT specialist needs to know in order to get ahead and includes information on salaries, skill sets, HR management, where the jobs are and so on.

"Our goal in implementing cost saving measures such as reducing our trim size was to reassure readers that we were not taking something away from them, Vaske said. "Our message was, 'You're getting a new and more convenient format as well as more useful, high-quality articles such as our new cover story package.' "

Vaske also said there was a conscious effort to encourage reader loyalty by demonstrating that Computerwoche remained firmly in the readers' corner. For example, he said, "In each issue, we ask a CIO or higher level IT manager, 'What are the tasks you are involved in right now?' In the career section, we pose questions such as 'How would you react if one of your developers had an argument with a customer of another department?' We also publish several interesting IT case studies in every issue."

For more information, contact Heinrich Vaske at hvaske@computerwoche.de. The relaunch issue was made available to users as a downloadable PDF file on the Computerwoche web site. The issue is still available at www.computerwoche.de/aktuelle-ausgabe.

Survey helps Computerwoche team fine tune plans, explain changes

Prior to implementing any changes, Computerwoche Editor-in-chief **Heinrich Vaske** and his team invited subscribers, via e-mail, to participate in an online survey designed to elicit their thoughts about Computerwoche and its current and future mission.

Users were asked about their overall satisfaction with the publication, the quality of reporting, usefulness, whether they found it user-centric, how well it keeps them informed about various topics and trends, what they would like to see in print and what should be available online, among other topics.

Vaske said the response confirmed his team's plans. "Our readers said that they wanted to read the news on our Web site and that the magazine should publish more background reports and analysis."

Vaske said they also questioned readers about the format. "Fifty-eight percent said they would prefer a magazine format so that made our job very easy later on when we reduced our trim size. We were able to frame it as a response to our readers' preferences."

CXO Media Network World combines two business units

In a move that mirrors similar successful partnerships between PC World and Macworld and Computerworld and InfoWorld, CXO Media and Network World are combining into a single organization, CXO Media Network World. Both groups will report in to President and CEO **Michael Friedenberg**. **John Gallant** will continue to lead Network World as executive vice president and general manager. CIO, CSO and Network World will continue to operate as separate and distinct media brands.

"As we continue to evolve our business it is important that we have the best structure in place to ensure success," explained IDG Communications CEO **Bob Carrigan**. "This model has proven very effective at our other U.S. business units in allowing us to establish a broader framework in which to share best practices and to mobilize on a broader scale."

"I am personally very excited about this new opportunity to work even more closely with John Gallant and the exceptional team at Network World," Friedenberg said. "CIO and CSO have in the past partnered on various initiatives with Network World which proved mutually beneficial, and I look forward to an even more robust exchange of ideas and best practices as we move forward together."

The new reporting structure is effective immediately.

Coming up

IT Roadmap
A Network World event
Nov. 17
San Francisco
www.networkworld.com

Business Intelligence in Healthcare: Measurement, Management, Improvement
An IDC Executive Roundtable
Nov. 18
Chicago
www.idc.com

Management Excellence Program
An IDG Corporate Training Program for emerging leaders
Nov. 18-20
Boston
Contact: laurie_butson@idg.com

Optimizing Application Delivery for the Enterprise
Computerworld IT Management Summit
Nov. 19
Atlanta
www.computerworld.com

How to Protect Your Users from E-mail Threats
Computerworld IT Management Summit
Nov. 20
Denver
www.computerworld.com

Business Continuity Management Conference & Expo
An IDG Japan event
Nov. 27-28
Tokyo
www.idg.co.jp/english/event

Optimizing Application Delivery for the Enterprise
Computerworld IT Management Summit
Dec. 2 — Milwaukee
Dec. 4 — San Francisco
www.computerworld.com

How to Protect Your Users from E-mail Threats
Computerworld IT Management Summit
Dec. 9
Miami
www.computerworld.com

E-mail

continued from page 3

Two to three links to registration at minimum per e-mail

Offer the reader several places to link to your offer. Consider having clickable header and footer statements around key paragraphs. Try hyperlinking action or content-oriented words, such as "download," "read," "security," etc. Consider providing one text link to registration/action, or a link "to view text version." Impact: increases click-through.

Clear unsubscribe

Make it easy to unsubscribe; one or two clicks at most. This makes you compliant with current laws. Doing so can actually increase your deliverability. If opting out is difficult or hard to find, readers will hit the "junk" or "spam" button on their e-mail. These complaints are registered at the ISP and negatively affect your sending reputation. Impact: increases deliverability, sending reputation and reader confidence in the brand.

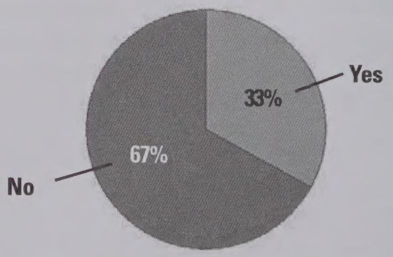
Clean footer

This should include the company name, physical address, URL and privacy policy. Impact: increases deliverability and reader confidence in the brand and thus click-through.

Bottom line: you must continually prove to customers that you're a responsible sender, you understand their interests and you respect their time. It's better, for both the health of your database and your response rates, to have fewer e-mails that are well-constructed rather than lots of e-mails that aren't effective.

Question of the Week results for Nov. 3, 2008

Have you ever downloaded movies off the Internet?



Log on to www.idgcentral.com to vote on this week's question:
How many e-newsletters do you subscribe to?

Request IDG World Update as a PDF

IDG employees can receive IDG World Update as a PDF file — wit full-color photos — via e-mail. To request this service, write to world_update@idg.com. Current and archived PDFs are also available for download in the World Update section of IDG Central (www.idgcentral.com).

noteworthy people

New employees

PETER SHORT

Turner

Mary Johnston Turner is **IDC Framingham**'s new research director with the Enterprise Systems Management Software group. An industry analyst for the last seven years, she was most recently VP at Ovum/Summit. She holds a B.A. in political science from Drew University in Madison, N.J., and an M.A. in public policy from Harvard University's JFK School of Government in Cambridge, Mass. A hockey mom, she has a 15- year-old son and 11-year-old daughter who are both active players. *mturner@idc.com*

PETER SHORT

Barrieau

Sales Advisory Practice Program Manager **Thomas Barrieau** comes to **IDC Framingham** from Quota, Inc., where he was a senior associate. A graduate of the University of Connecticut, he holds a B.A. in psychology. In his free time he enjoys sea kayaking, cycling, snowshoeing and gourmet cooking. *tbarrieau@idc.com*

PETER SHORT

Wilga

Craig Wilga is **IDC Framingham**'s new Go-to-Market Services engagement manager; he was previously with EMC as a partner program manager. He earned a B.S. in information design and corporate communications from Bentley College in Waltham, Mass., and enjoys sports and home improvement. *cwilga@idc.com*

PETER SHORT

Dickenson

Previously a program management director with Thomson Reuters, **Denise Dickenson** is now a project director with **IDC Framingham**. She studied business at the University of Michigan/East Lansing and enjoys travel and reading. *ddickenson@idc.com*

Returning employees

Ruthbea Yesner Clarke returns to **IDC Framingham** as program manager, Services, with the Vertical division. She was previously director with IDC's Vertical Views group, then left to do contract consulting work and take care of her twins. She holds a B.A. from Wesleyan University in Middletown, Conn., in an interdisciplinary program called Science in Society with a minor in economics and public policy and a joint M.B.A./M.S.W. from Boston College. She spends her free time reading and writing mysteries. *rclarke@idc.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Address book change

ICT Media in Bulgaria, which produces Computerworld, CIO, Network World, PC World, Digital World and executive events, has moved to the following address:

16, Ivan Vazov Str.
Sofia 1000
Bulgaria

(mail)
P.O. Box 209
Sofia 100
Bulgaria

Phone/fax are unchanged.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

22

Jose Diaz *IDG Spain*

21

Michelle Chase *IDG Corporate Services Group*

20

Donna Fraser *IT World Canada*

17

Penny McConnell *IDC Canada*
Megan Santosus *IDC*

16

Grazyna Skibniewska *IDG Poland*

15

Marc Ferranti *IDG News Service*

14

Seana Dowling-Guyer *IDC*
Silvia Cardinale *Nuov@Periodici Italia*

13

Fay Haward *IDG U.K.*

11

Cynthia Reed *IDG Corporate Services Group*
Sandra Andersson *IDG Sweden*

10

Kimberly Muri *IDC*

9

Jennifer Moberg *Network World*
Thomas Richard *IDC*

8

David Shiang *IDC*
Shane Hannam *IDG Global Solutions EMEA*

7

Matt Marshall *IDC U.K.*

6

Donald Botts *IDG Int'l Publishing Services*
Paul McNamara *Network World*
Sureshpal Singh *IDC Singapore*

5

Matthew Egan *PC Advisor U.K.*
Teresina Cardamone *IDG Communications*
Tom Kroon *Network World*
Deborah Lovell *Network World*
Jose Pauty *IDG Netherlands*
Zoya Zvagin *IDC*
Rona Shuchat *IDC*
Gary Clarke *IDC Australia*
Annemarie Allen *IDC*
Janet Ward *IDG*

4

Kenichi Kusano *IDC Japan*
Brad Dillon *IDC Canada*
Eduardo Caceres *IDC Canada*
Adam Gaffin *Network World*
Charles Harris *IDC*

3

Sharee Odedra *PC Advisor U.K.*
Judith Hanover *IDC*
Joseph Pucciarelli *IDC*
Timothy Mahan *IDC*
Tim Shepheard *IDC New Zealand*
Paul Crew *IDC U.K.*

2

Yuliya Jelicic *IDG Germany*
Randi Nystrøm *IDG Norway*
Salim Premji *IDC Canada*
Brian Rusciano *IDG World Expo*
Alex Chau *IDC Hong Kong*
Elvis Sang Yeon Choi *IDC Korea*
Bill Brydon *IT World Canada*
Malgorzata Glowinkowska *IDG Poland*
Anna Müller *IDG Sweden*
Ingemar Jansson *IDG Sweden*

1

Alberto Presas *IDC Canada*
Phil Barnes *IDC Canada*
Kay Keough *IDG News Service*
Debbie Swee *IDC Singapore*
Bruno Freitas *IDC Brazil*

celebrating 10!

Name
Mathew Heath

Home
London

Joined IDC U.K.
January 1997 as a Marketing Executive.

Career path since joining IDC
Marketing Executive, Senior Marketing Executive, EMEA Marketing Manager.

Responsibilities
Product management, sales support, competitor analysis, analysis of client/product base, issuing press releases and dealing with press and PR/AR requests, setting up webcons/briefings, promotions, helping out with events.

Best part of your job
Talking to a lot of different people from a lot of different places.

Career highlight
Got an award for Creativity for producing "CompetitorWatch," a regular e-mail blast on the competition, which has recently gone international with help from **Lay-Fang Tan** at IDC Asia/Pacific. As well as the kudos, there was a cheque which I spent on some mean Cuban heels from Haight St. in San Francisco.

What's the most memorable thing that's ever happened to you at work?
Bumped into the entire AC Milan Football Team at a hotel in Venice where we were running a Telco event back in the '90s. (This was made even better by the fact that when I arrived at the airport, the person there asked if I was with the football team.)

What's kept you at IDG for 10 years?
The people.

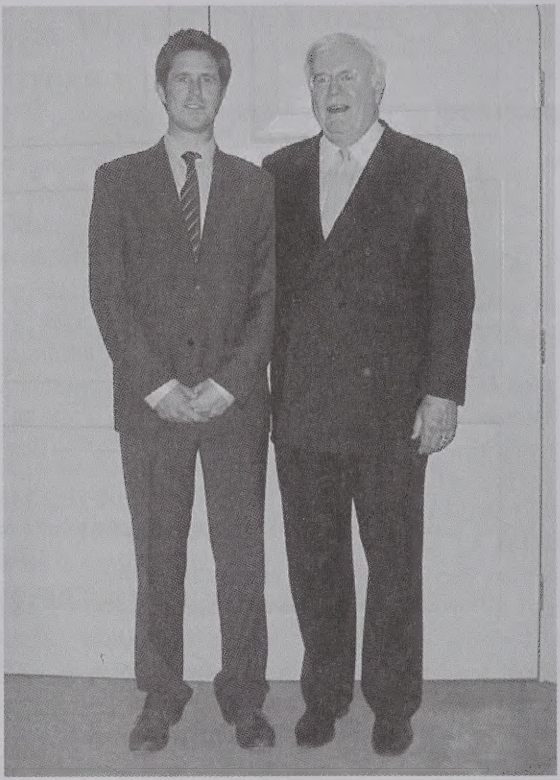
View from my work space
Possibly the messiest desk in IDG, and then out the window there's traintracks, a road, a carpark, a Russian Orthodox church and a lot of sky.

Interests outside the office
Music, football, cooking (...eating), history, books, cinema, art, languages.

What accomplishment at work are you most proud of?
CompetitorWatch

What ability do you wish you had that you don't have?
Invisibility

Fantasy job
Something like chef for the band Jane's Addiction would do it.



IDC U.K.'s ***Mathew Heath*** *(l) was the guest of IDG Chairman* ***Pat McGovern*** *at a dinner celebrating his decade of service to the company.*

Most prized possession
Burroughs books? 800 CDs?

Favorite celebrity encounter
Met Joel Gion of the Brian Jonestown Massacre/the Dilettantes at a gig. Ever since watching Ondi Timoner's "Dig!" he's been a hero. My girlfriend introduced us. It was a great moment.

Favorite gadget
iPod...Blackberry...iPod...Blackberry. Can I have two?

Your last meal would be
...at least eight courses long (a good template would be one I had in Italy where there were two small pasta dishes, two small risottos, fish, salad, sorbet, coffee and cakes. And fine wines. And probably grappa. Or calvados. Or limoncello. Or raki.)

Manager's profile
"Mathew consistently displays enthusiasm and commitment to the EMEA Marketing role and has a great commitment to IDC overall. He deploys a great 'can do' attitude and is always willing to take on new projects even if it adds to the workload. One of his recent accomplishments is to initiate the CompetitorWatch, which provides real tactical intelligence on IDC competitors, and this has now become a widely accepted benchmarking tool. Mathew is a popular, positive contributor and easy to work with."

— Keith Henry, group VP, EMEA Sales & Marketing, IDC U.K.

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Jorge Coimbra *IDC Portugal*
Martin Faltström *IDG Sweden*
Timothy Johnson *IDG*
Jesper Landren *IDG Sweden*
Paul Trotter *PC Advisor*
Heinrich Vaske *Computerwoche*
Sarah Welcome *IDG*
Sue Yanovitch *CXO Media*

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 Web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG also publishes more than 300 magazines and newspapers in 85 countries. IDG's media brands include CIO, CSO, Computerworld, GamePro, InfoWorld/TechWorld/TecChannel, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, E for All, Storage Networking World and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events. More details at http://www.idg.com.

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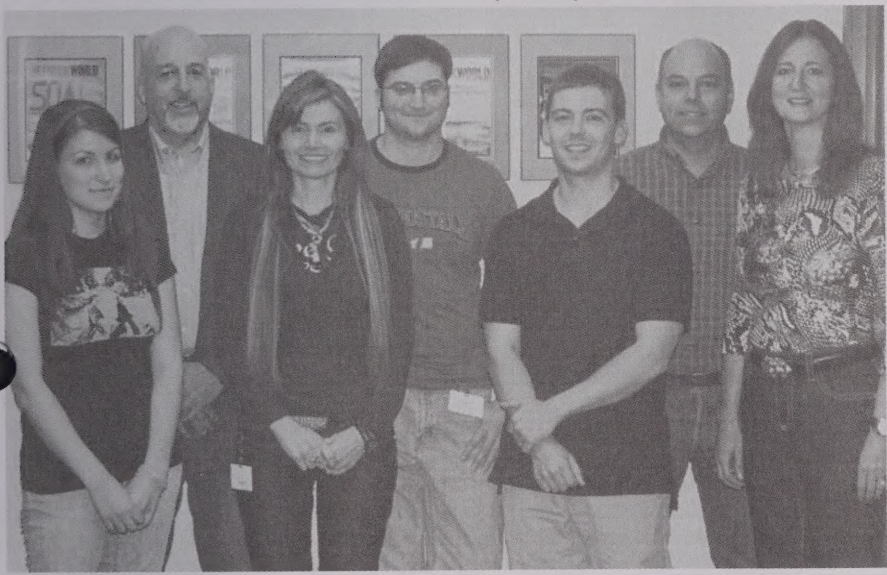
WWW.IDGCENTRAL.COM

Relaunch positions JavaWorld as the go-to site

Network World team pulls off "huge effort" in just five weeks

Launched at the JavaOne trade show in 1996, JavaWorld (www.javaworld.com) has been through many changes since, including a relaunch in 2006 when it was acquired by Network World. Its recent relaunch, however, was "the most significant major improvement to the site since the late nineties," said JavaWorld Editor **Athen O'Shea**. JavaWorld is "the go-to site," he said, for Java-based developers, architects and managers who need "how-to information, useable code and developer-focused news from a trusted, editorially independent source."



*(L-R): Web Developer **Emily Borgna**; Network World Chief Information Officer **Mike Draper**; Director of User Experience and Information Architecture **Valeska O'Leary**; Senior Web Developer **Jason Croci**; Creative Lead **Zach Sullivan**; Director, Systems Development **Tom Kroon**; and Senior Systems Analyst **Anne Nickinello**.*

JASON MESERVE

Network World Chief Information Officer **Mike Draper** said the main motivations for the relaunch in October — which took five weeks from start to finish — were increased interest from potential sponsors coupled with the opportunity to expand the brand and audience.

"As a 12-year-old site that still publishes all of its archives — thousands of articles and hundreds of thousands of lines of code — JavaWorld was in need of maintenance that could most efficiently happen on the back end," Draper said. "At the same time, both the Web and our understanding of how we can best use it to serve our readership are evolving rapidly." Draper said today's online readers look to sites like JavaWorld, LinuxWorld (www.linuxworld.com) and Network World

continued on page 4

InfoWorld refines tagline, mission statement

Language underscores brand's unique focus, helps staff deliver single message

InfoWorld has crafted a new mission statement and tagline designed to differentiate itself from its competitors and make its position in the market crystal clear both externally and internally.

The tagline ("How Technology Drives Business") and the mission statement ("InfoWorld is the leading source of information on emerging technologies and is the only brand that explains to senior technology decision makers how these technologies work and how they can use them to drive their business") underscore InfoWorld's emphasis on emerging technology used by business for competitive advantage.

"For years InfoWorld's tagline has been 'Get Technology Right,' and we didn't want a huge departure from that," explained **Matt Duffy**, group VP of marketing, Computerworld/InfoWorld. "But we did want to make sure that our new tagline and mission conveyed that InfoWorld is specifically about technology used by businesses — not consumers — and particularly *emerging* enterprise technologies and how they can be used to drive business. We show that InfoWorld is the only brand that really covers enterprise technologies before they are fully mature and accepted by the market; and we're the only brand that really shows how technology works through our reviews, blogs and even at our events."

While noting that taglines in general are more associated with print brands and not absolutely essential for online-centric brands to market themselves, Duffy said it nevertheless serves a very important internal function. "A tagline and mission statement

continued on page 5

Inside this issue

IDG Communications CEO Bob Carrigan joins panel exploring alternative online revenue models *page 2*

New corporate video available on IDG.com *page 2*

IDC's Joan Jolley suggests money-saving meeting tips *page 3*

New publishing partner brings PC World to Estonia *page 5*

Celebrating 10! IDG Germany's Sascha Alexander *page 8*

in brief newsworthy

IDG Media Kit graphics are on IDG Central

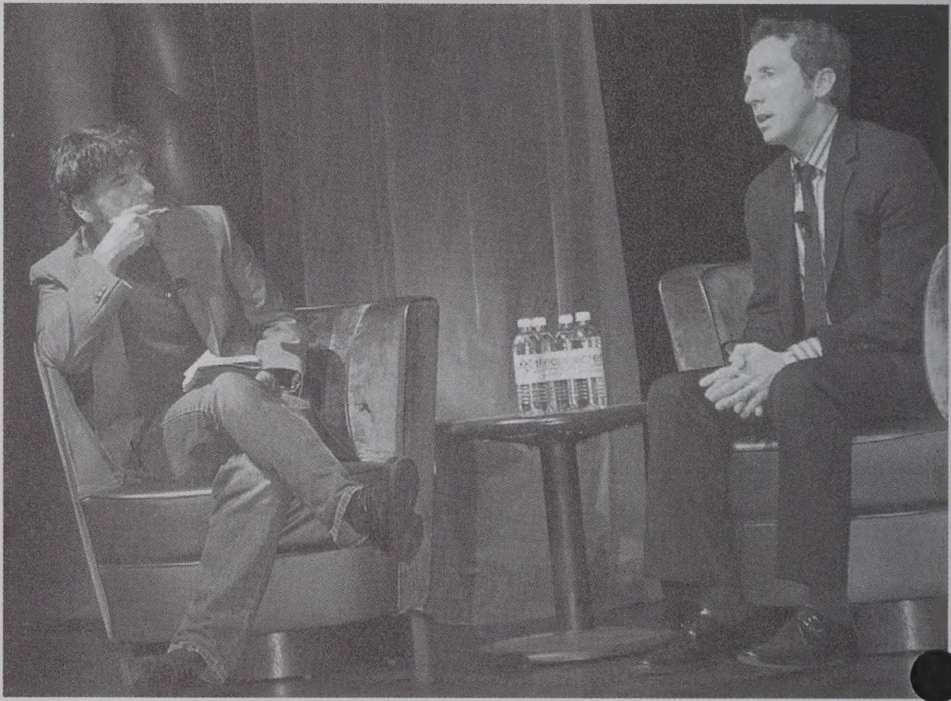
Need IDG images for your sales or marketing presentations? A collection of graphics that depict various IDG brands, which appear in IDG's new media kit, have been added to the Corporate Communications page on IDG Central (www.idgcentral.com).

Go to the link within 2009 IDG Media Kit Charts/Graphics.

Check the Product Line Meeting site

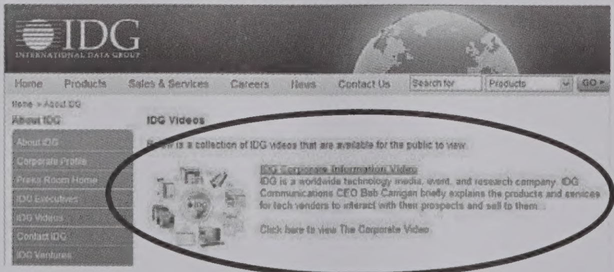
Videos and presentations from last month's IDG Product Line Meeting in Lisbon, including a newly posted audio from IDG Chairman **Pat McGovern**, are in the IDG Global Meetings section of IDG Central.

Carrigan joins panel exploring alternative online revenue models at Future of Business Media Conference



*IDG Communications CEO **Bob Carrigan** (r) joined media executives in a panel discussion on "Beyond Ads: Alternative Revenue Models" at the annual Future of Business Media conference on Oct. 28 in New York City. In the event, hosted by ContentNext, parent company of paidcontent.org, Carrigan talked about the importance of performance-marketing programs such as IDG Connect and IDG Market Fusion as well as the subscription model of the CIO Executive Council. The discussion was moderated by Paul Kedrosky (l), senior fellow, the Kauffman Foundation. Joining Carrigan on the panel were Gordon Hughes II, president & CEO, American Business Media; Gordon McLeod, president, The Wall Street Journal Digital Network; and Elisabeth Sami, senior vice president, CNBC.*

New corporate video on IDG.com available for use by business units



IDG Videos

Below is a collection of IDG videos that are available for the public to view.

IDG Corporate Information Video

IDG is a worldwide technology media, event, and research company. IDG Communications CEO Bob Carrigan briefly explains the products and services for tech vendors to interact with their prospects and sell to them ...

Click here to view The Corporate Video

In a newly posted video on IDG.com, IDG Communications CEO **Bob Carrigan** provides a brief overview of IDG: its history and the products and services it offers that help technology vendors connect with buyers worldwide. The four-and-a-half-minute video, which can be viewed at the IDG Videos link in the About IDG section of IDG.com, is available to any business unit that would like to use it on its own site.

For more information, contact **Howard Sholkin**, director, communications and marketing programs, IDG Communications at howard_sholkin@idg.com.

IDG World Expo's Paul Kent named Show Manager of the Year

IDG World Expo VP/General Manager **Paul Kent** is one of five winners of The Expo Group Show Manager of the Year Award. Kent was selected by the industry trade group as the first-place winner in the Tier II category (201 to 300 booths) for his management of the annual Macworld Conference & Expo.

Show managers are chosen based on their innovative event practices, demonstration of a strong customer service philosophy, a commitment to success and an ability to overcome obstacles.

"We're constantly looking for ways to improve our events for our attendees as well as our exhibitors," Kent said. "Receiving this award is testament to IDG's commitment to the trade show ind[illegible]try, and I'm proud to accept it on behalf of my team."

Write to pkent@idgworldexpo.com.

*Ray Pekowski, president and CEO of The Expo Group (left) congratulates IDG World Expo VP/General Manager **Paul Kent** at the awards event in Baltimore earlier this month.*

on the job

what I've learned about...

CHERYL RICHARDS

Joan Jolley is IDC's director of Operations and Custom Events for the U.S .Conference Group. Reach her at jjolley@idc.com.

Money-saving meeting planning/attending tips

A colleague from another department recently called for some advice. He had held an offsite meeting and was facing double-digit losses with the hotel because his contracted room block had underperformed. This situation is sadly familiar to professional IDG/IDC meeting planners, and we all work together to help minimize each other's risks and losses. But like my friend, many nonmeeting planners also plan events, and he was looking to see if I could offer tricks of the trade to help decrease his losses.

With the economic downturn it's more important than ever for colleagues to understand some basic economics of meeting planning, so that — whether you are *attending* a meeting or organizing one — you can help to minimize the financial risk to our companies and to your department's bottom line.

> *"With the economic downturn it's more important than ever for colleagues to understand some basic economics of meeting planning so that you can help to minimize the financial risk to our companies, and to your department's bottom line."*

If you are attending an IDG/ IDC event

Stay at the host hotel

Generally any meeting larger than a small one-room meeting requires sleeping rooms in the venue contract. If the minimum room block isn't met, the event is charged for the unused rooms, so it's important for colleagues to stay at the host hotel.

At a recent meeting, several analysts chose to book rooms at a hotel different from the event hotel. They thought they were doing IDC a favor because the room rate was lower, and personally they preferred the reward system that chain offered. Their absence left IDC low on their contracted room block, which meant that IDC paid for the unused sleeping rooms, plus the hotel rooms on the analysts' expense reports, plus analysts' transportation to and from the two hotels — a lose-lose for IDC.

Let your meeting coordinator know if you are skipping a group meal

If you plan to skip the group meal to entertain clients for a private lunch or dinner, please inform your meeting planners. This will give them the opportunity to decrease their guarantee to the hotel, so the company is not paying for two meals for your guests. If six guests skip a group meal at an event, your company could pay an estimated $360 for lunch or $1,000 for dinner, and the food will be wasted. Again, this is a lose-lose for our company and frankly our world. So, if possible, please let your meeting planner know at least three days prior to the event that you will be dining elsewhere, and it will save money and food. If it's closer to the event we'll still have to pay, but the food will not be wasted and our room won't look empty.

If you are planning an IDG/IDC event

Leverage your contract negotiations by understanding how the hotel makes its money

In a typical event contract, the main income streams to a hotel are sleeping rooms, meeting room rental and food/beverage (F&B). All these components are important to a hotel, but sleeping rooms have a higher profit margin (70% vs 30% for F&B). In fact, most hotels have a determined number of sleeping rooms and F&B revenue that must be contracted for each meeting room on their property (see the attachment with this article on IDG Central on how a hotel determines rooms/F&B minimums). Generally, a hotel requires one sleeping room for every three meeting attendees. When the space-to-rooms ratio becomes out of balance, the hotel will charge a meeting rental to balance its anticipated income. So in general, the fewer spaces you contract, the less other financial commitments and more negotiating power you'll have with the hotel. There's no magic formula, but understanding the relationship can help you negotiate a more favorable contract.

Minimize your space requirements

Before you contract with a hotel, think about your meeting agenda to determine the minimum amount of meeting space you *need* — not want.

- Just because you've always had lunch in a separate room doesn't mean you must. Set the room in full round tables for half your expected attendance, and fill in with theater seating in the back. At lunch, your moderator can ask guests to move forward to fill in the rounds. Whether you are serving a buffet or plated lunch, the hotel has time to drop silverware, serve the meal, and clean the room within your allotted time. Or schedule a networking dessert in the foyer into your agenda to give your attendees a time

continued on page 6

More money-saving meal tips

Save on receptions

- It's less expensive to order bigger quantities of fewer items than lots of variety in lesser amounts.
- Limit seating; people consume less when they are standing.
- Provide smaller plates.
- Use tray-passed service, as people tend to take less.
- Order items divisible into smaller servings such as quesadillas and spring rolls that can be cut in half.

Save on breakfasts

- Use packaged goods that can be returned if not consumed (such as granola bars and yogurt).
- Make sure that your event order restricts coffee/beverage to be refreshed only with authorization, otherwise the hotel will be filling your coffee right up until they break it down.
- Whole fruit is generally less expensive than cut fruit

Save on lunch

- Plated meals are generally less expensive than buffets. Box lunches are even less expensive.
- Use the afternoon break as dessert time rather than serving dessert with lunch.

Multifaceted effort guides relaunch

Site relaunches do not occur in a vacuum. The team behind the five-week JavaWorld relaunch consisted of the following people:

Senior Systems Analyst **Anne Nickinello** managed the relaunch, working with team members to define and assign project tasks and track them to completion. JavaWorld Editor **Athen O'Shea** established and documented editorial requirements and priorities. Creative Lead **Zach Sullivan** redesigned the site's look and feel, including the homepage, article pages and logo. User experience was overseen by **Valeska O'Leary**, director of user experience and information architecture, with support from User Interaction Designer **Kevin Konikowski**. **Tom Kroon**, director of systems development, led the IT and Web development team, whose members, Senior Web Developers **Jason Croci** and **Mike Guerin**, Web Developer **Emily Borgna** and Executive Editor, Online **Adam Gaffin**, implemented all editorial and design requirements.

Day to day, Editorial Operations Manager **Cheryl Crivello** and Editorial Office Manager **Pat Josefek** were responsible for JavaWorld's editorial and administrative support. Account Executive **Daniel Hunt** was in charge of ad sales, overseen by Associate Publisher **Sandra Kupiec**. O'Shea manages the site's content, direction and daily operations, overseen by Network World Editor-in-chief **John Dix** and VP/General Manager, Online **Susan Cardoza**.

JavaWorld

continued from page 1

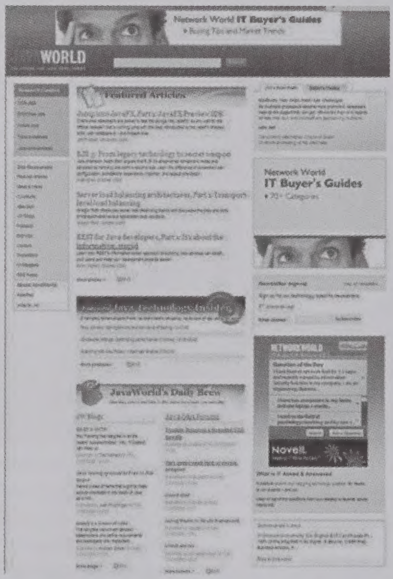
(www.networkworld.com) for "a more interactive, multimedia-driven learning experience than we could provide even two years ago, let alone in the early '90s when JavaWorld started."

The driving force behind the rapid relaunch was economic. According to Draper, Network World is committed to increasing JavaWorld's revenue in FY09. "It made sense to relaunch the site and leverage increased sponsor interest at the beginning of the fiscal year," he said. JavaWorld is one of three brands competing for time from Web developers and designers at Network World, Draper said, and "putting the relaunch on a short timeline with closely spaced milestones gave the relaunch team reachable goals and a clear end point to the huge effort required to relaunch the site."

According to **Tom Kroon**, director, Systems Development, that "huge effort" involved:

- Migrating 18,500 registered users and their associated data from outdated forum software to an integrated community platform. (The original plan was to farm out this task, but Draper said the quote that came back — nine weeks of work for US$184,000 — was unacceptable. Senior Web Developer **Mike Guerin** and Network World Executive Editor, Online, **Adam Gaffin** reduced the scope of the migration and did it in house, accomplishing the successful migration on time.)
- Updating the site's taxonomy and reconciling the navigation paths for thousands of articles.
- Improving the site's search functionality by re-indexing the site and refining its search parameters.
- Fixing broken elements in old articles, many going back to the site's origins in the Perl programming language.
- Adding social bookmarking tools and in-line reader comments, paving the way for dynamic updates on article content, such as content ratings, number of views and comments per article.
- Completely overhauling the site's look and feel, including navigation, homepage design, article layout, presentation of story tools and components and logo, all with an eye to emphasizing user experience and interaction. ("Looks more grown-up. Well done!" posted a visitor to the new site.)
- Increasing and refining sponsorship opportunities and lead-generation across the site.

"Editorially, the challenge for JavaWorld in FY09 and going forward is to keep pace with the needs of its readership who are looking, more than ever, to other technologies that complement or compete with the Java platform," O'Shea said. "Over the past two years we've seen some of JavaWorld's strongest competitors diminish in influence by failing to meet this demand. At the same time, we've seen others thrive by expanding both brand and audience."



The JavaWorld team aims to reach out to a larger audience of software developers.

Sites that compete with JavaWorld for the software developer audience include TheServerSide, InfoQ.com, Javalobby, DevX.com, IBM developerWorks and java.sun.net. "We stand nearly alone in offering exclusive — not just community-driven — and editorially independent — not vendor-owned — resources for Java-based developers," O'Shea said.

"Clearly the site has stood the test of time," he continued, it is "still going strong," with up to 2.5 million page views per month. The JavaWorld redesign was "a major step" toward engaging JavaWorld's community and reaching out to a larger audience of software developers, he noted. "We plan to thrive by presenting a trusted perspective and quality content that readers can't get anywhere else, in a format that embraces interactive design and multimedia."

Contact Athen O'Shea at athen@javaworld.com or Mike Draper at mdraper@nww.com.

Keys to a successful relaunch

Want to relaunch a Web site quickly? Network World Chief Information Officer **Mike Draper** provided the following five tips:

- Before you start the project, establish well-defined business requirements, success criteria and budget.
- Secure required resources, making sure the roles are well-defined and your teammates empowered.
- Keep the core team small; smaller teams move faster.
- Meet regularly; do not leave a meeting with any open questions. Be decisive.
- Make sure that Athen, Anne, Tom, Zach, Adam, Jason, Emily, Mike, Kevin and Valeska are on your team.

IDG

Current Jobs, Week of November 17, 2008

BU	Categor y	Title	Location	Contact	Email	Phone
Connell Communications						
	Sales	Online Sales Manager	Chicago IL	Sara Scogland	sara_scogland_idg.com	508-935-4161
CXO Media						
	CIO Executive Council	Sales Development Manager	California	P.Boyle	pboyle@cxo.com	508.935.4192
	Online Edit	Senior Online Writer	Framingham	P.Chisholm	pchisholm@cxo.com	508.935.4734
	Online Edit	Online Managing Editor	Framingham	P.Chisholm	pchisholm@cxo.com	508.935.4734
Energy Insights						
	Research	Research Manager, Energy Insights	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
Financial Insights						
	Research	Research Director, Financial Services Security Practice	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Sales	Sr. Account Executive, Financial Insights	Framingham MA	Leah Barton	lbarton@idc.com	508-935-4336
Government Insights						
	Consulting	Consulting Director	Framingham MA or Falls Church,	Leah Barton	lbarton@idc.com	508-935-4336
Health Industry Insights						
	Sales	Sr. Account Executive, Health Industry Insights	Framingham MA	Leah Barton	lbarton@idc.com	508-935-4336
IDC						
	Marketing	Engagement Manager	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Manager, Disk Storage Systems	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Program Manager, Vertical Group	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Vertical Group	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Manager, Product, Project & Portfolio Management Software	Framingham, MA or San Mateo, C	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Manager, Server Virtualization Software	Framingham MA	Sue Madaio	smadaio@idc.com	508-935-4056
	Research	Research Analyst, CMO Advisory Practice	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Sales	Custom Solutions Sales Manager, Sector West	San Mateo CA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sr. Account Executive, Enterprise Sector Accounts	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sales Manager, Enterprise Financial Major Accounts	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
IDG Corporate Services Group						
	Marketing	Customer Intelligence Analyst	Framingham MA	Alana Dros	alana_dros@idg.com	508-988-7870
Global Solutions						
	Intern	Office Intern	Framingham MA	Jillian Gardner	jillian_gardner@idg.com	508-935-4041
IDG Syndication & Networks						
	Sales	Account Executive (West Coast)	New York City NY	B. Ramistella	beth_ramistella@idg.com	508-988-7871
	Sales	Director, Business Development	New York City NY	B. Ramistella	beth_ramistella@idg.com	508-988-7871
PC World/Macworld						
	Sales	Group Publisher, PC World and Macworld	San Francisco CA		jobopps@idg.com	
WEC						
	Operations	Exhibit Coordinator	Fairfax VA	Jillian Gardner	jillian_gardner@idg.com	508-935-4041
	Operations	Operations Director	Framingham MA	Sara Scogland	sara_scogland_idg.com	508-935-4161
	Sales	Sales Manager	Framingham MA	Sara Scogland	sara_scogland_idg.com	508-935-4161

Go to http://careers.idg.com to view all current job opportunities at IDG

InfoWorld

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> *"We felt it was important to get everyone on the same page within InfoWorld so that our message would be taken to the market as a steady, consistent drumbeat rather than bits and pieces of individual opinions about our strengths."*
>
> *— Matt Duffy, group VP marketing, Computerworld and InfoWorld*

help our people to use the same language when describing the brand's strength," Duffy said. "It's hard enough for an IT media company to differentiate itself in today's market, what makes it harder is when you have different salespeople and editorial people out in the market each describing the brand in a different way. We felt it was important to get everyone on the same page within InfoWorld so that our message would be taken to the market as a steady, consistent drumbeat rather than bits and pieces of individual opinions about our strengths."

(L-R): ***Sandra Gibson****, VP, associate publisher,* ***Kaila Bongiovanni,*** *director of marketing; and* ***Eric Knorr,*** *editor-in-chief; were among the InfoWorld staff involved in the creation of the new tagline and mission statement.*

IDG WORLD UPDATE

Creation of the new tagline and mission statement was a team effort involving marketing, editorial, sales and the IW executive team and was driven in large part by **Kaila Bongiovanni**, director of marketing at InfoWorld and Computerworld. "While editorial wants to make sure the two statements really reflect what we cover, and sales generally want to make sure we present something highly differentiated and attractive to our advertisers, we ended up seeing a lot of agreement between these two groups about what makes us strong," Duffy said.

For more information contact Matt Duffy at matt_duffy@idgcommunications.com.

New publishing partner brings PC World brand to Estonia

IDG's new publishing partner in Estonia recently co-branded its seven-year old IT title with the PC World name and hosted an industry gathering last month to introduce the new brand to the market.

C World Estonia Editor-in-chief ***Ando rbas*** *(right) talks with Canon representative Ave Kont at the launch party last month.*

Published since October 2001, Praktiline Arvutikasutaja had been constrained by a small budget until it was acquired by Kalev Media this past January. PC World is Kalev Media's first foray into the IT field, joining 10 other magazines (including one done in partnership with Business Week), two TV stations and an online news portal, www.kalev.ee.

Editor-in-chief **Ando Urbas**, who had been with the publication previously, contacted IDG in March to inquire about the possibility of a license agreement, and a contract was signed in August. Launched in September as PC World/Praktiline Arvutikasutaja, the first two issues have each topped 100 pages, and with a cost of just under 2 euros (US$2.55) the publication has already bested its three other monthly competitors in terms of most content and lowest cover price. Two competitors are still ahead of the revamped title in terms of circulation (PCW's is 6,000) and ad revenue, but Urbas is confident the new relationships with Kalev and IDG will quickly help his team become No. 1 in the market.

The publication's content is about 70% locally generated and 30% from P.C. World U.S. Its Web site, www.arvutikasutaja.ee, has been live since 2004.

During the launch event in the capital of Tallinn, Urbas said he thought it was easier to publish a computer magazine five years ago, when people relied on magazines before buying lest they risk purchasing incompatible or unreliable hardware. "Now, any computer will fulfill their basic needs — Internet access, word processing, music or videos. Important elements that support the buying decision have shifted from bits and bytes to design, look and feel. So we provide more general guidelines about peripherals, software and solutions."

Kalev Media CEO **Alar Pink** said, "This agreement with IDG is a sign of trust that the world's leading IT media publisher has shown to us, and this cooperation will help us achieve our goals."

Write to ando.urbas@kalev.ee.

noteworthy people

Promotions

Buizer

IDG WORLD UPDATE

PC World Director of Business Development **Brian Buizer** is now director of business and product development for **PC World** and **Macworld**. "In this newly created role, Brian will provide the strategic vision behind new product launches and the tactical support to assure that those products succeed in the marketplace," said **Stephan Scherzer**. "He will also track success metrics for our products, including ROI and how well products are driving RPM for both Web sites. One of Brian's main responsibilities is to ensure that we develop scalable solutions for our clients." *brian_buizer@pcworld.com*

New employees

IDC Malaysia has hired **Chang Li Shian** as associate market analyst with the Peripherals division. She has previously worked for Federal Express Services, Research International, Esprit and CDS Logistics Co. A graduate of the U.K.'s University of Nottingham, she holds a B.A. with honors in finance, account and management. In her free time she enjoys reading, travel and dancing. *lschang@idc.com*

Market Analyst **Mark Lee** comes to the Storage group with **IDC Asia/Pacific**'s Singapore office from his role as channel sales executive with Microsoft Malaysia. He holds a B.A. in international business administration from Stamford College in Kuala Lumpur, Malaysia. In his spare time he enjoys surfing the Internet and online reading. *marklee@idc.com*

Refuerzo

IDG WORLD UPDATE

Maritza Refuerzo is **InfoWorld**'s new copy editor, a title she previously held at Ziff Davis's GameSpot. She holds a B.A. in sociology from the University of California/Berkeley and an M.F.A. in English and creative writing from Mills College in Oakland, Calif. A dog enthusiast, she is working on opening a retail shop for dogs, dog lovers and children. She recently finished a novel and last month celebrated 13 years of being cancer-free. *maritza_refuerzo@infoworld.com*

Koch

IDG WORLD UPDATE

Previously a regional sales manager for brand marketing with Ziff Davis, **Jessica Koch** joins **Network World** as regional sales manager, Events. A graduate of the University of Utah, she holds a B.A. in communications and an M.A. in languages and literature. Away from her desk, she enjoys hiking, snowboarding, biking and travel and recently spent 10 days in Thailand where she rode elephants. *jkoch@nww.com*

Cox

PETER SHORT

Denise Cox is **IDC Framingham**'s new customer service representative with the Sector Sales group. She was previously office manager with Northeast Real Estate Advisors. She studied at North Adams (Mass.) State College and enjoys watching sports, especially the New England Patriots, the Boston Red Sox and NASCAR. *dcox@idc.com*

Send information for the Noteworthy section to world_update@idg.com.

Meeting tips

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to stretch and the hotel more time to clean the room.

- The same meeting room can also be reset for dinner by scheduling a cocktail reception in the foyer or another smaller room. It takes about an hour to reset a room for 100 to 150 guests.
- Use the general session as one of your breakout rooms. This will also cut audio visual costs by eliminating one breakout.

Manage your room block

After you've minimized your space, think about your anticipated sleeping rooms. If this is a repeat meeting, review your room block history to determine the minimum number of sleeping rooms you can book. If this is a new meeting, think about the number of people who will attend locally versus those who will fly in. Also, are there other hotels nearby that may create competition for attendees?

- Ask the hotel for a 15% attrition allowance 30 to 60 days out in your contract (or 10% then 5% closer to the event). The hotel will send you weekly registration lists and pickup reports; check your pickup on your contracted reduction dates. Find out the hotel's expected occupancy over your dates, and drop the additional rooms if possible.
- Start tracking your room block history so you can book with knowledge next time.
- Ask for staff room rates for the meeting planners who will work onsite.
- Ask for a 1/50 complimentary rooms concession. This means the hotel will credit your final bill one room for every 50 that are picked up.
- Write in (and initial) on your contract that "Resold rooms will be credited toward attrition fees" and "Rooms booked on shoulder nights (before and after the blocked date) will be credited to the contracted room block."
- Just before your event, send the hotel your registration list and ask them to cross-check their reservations to ensure everyone is counted in your block.
- Remember to communicate to all internal IDG/C staff the importance of booking in your room block!

If you cannot meet your sleeping room block

- Ask if you can increase your food and beverage spend to make up some or all of the difference.
- Ask the hotel to move the money forward to another event, then e-mail your company's meeting planner and other colleagues to see if they can help use the credit.
- Find out the hotel's occupancy over those dates, and ask that any resold rooms be credited to your attrition fees.

By the way, my friend who called for advice got lucky. The hotel sold out, and he wasn't responsible for the shortfall in his contract.

For other tips on contracting with hotels, a cheat sheet on ordering food/beverage for events and a mathematical explanation of a standard hotel rooms-to-space ratio, please see this article on IDG Central (www.idgcentral.com).

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

21
Norma Tamburrino *CXO Media*

19
Donna Cahill *IDG*

18
Irene Ford *IDC U.K.*

17
Karen Wilde *Network World*
Patrick Gorman *IDC*

15
Adam Gaffin *Network World*

14
Piper Fowler Sheer
IDG Communications

11
Meredith Levinson *CXO Media*

10
ason Meserve *Network World*
Bonnie Presti *IDC*
Albert Pang *IDC*
Francis Hare *IDC*

8
John Richard Gole *IDC*

7
Gábor Marosvári *IDC Hungary*

6
Jennifer Moberg
Network World
Roz Burke *CXO Media*
Sander van de Graaf
IDG Netherlands
Elissa Simpson *IDC U.K.*
Fung-Yee Tang *IDC U.K.*

5
Eugene Wee *IDC Singapore*
Kathleen Wilhide *IDC*
Jeanne Lee *IDC*

4
Johanna Himes
Online Publishing Group
m Pimental
Online Publishing Group

Patrícia Alves
Now!Digital Business
Ellen Moorhead
IDG World Expo

3
Jim Malone *CXO Media*
Skanthan Thirunavukkarasu
IT World Canada
Noris Rodriguez *IDC*

2
Ray Anderson
Online Publishing Group
Deb Begreen *CXO Media*
Susan Hupp *CXO Media*
Shawna McAlearney
CXO Media
Esther Schindler *CXO Media*
James Lee
IDG Global Solutions EMEA
Namratha Dharshan
IDC Center for Consultancy & Research/India
Kandavel Maruswamy
IDC Center for Consultancy & Research/India
Vinícius Cherobino
Now!Digital Business
Thomas Keane *IDC*
Tsuyoshi Egawa *IDC Japan*
Peter Walker *IDC U.K.*

1
Christine Celli *CXO Media*
Julie DeVille *IT World Canada*
Heather Knox *IT World Canada*
Christine Axton *IDC Australia*
Fiona Chua *IDC Singapore*
Seshadri Balasubramanian
IDC Center for Consultancy & Research/India
Alaa Hilwa *IDC*
Douglas Parker *IDC*
Shinichi Sugimoto *IDG Japan*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Coming up

Optimizing Application Delivery for the Enterprise
Computerworld IT Management Summit
Nov. 19
Intercontinental Hotel Buckhead
Atlanta
www.computerworld.com

How to Protect Your Users from E-mail Threats
Computerworld IT Management Summit
Nov. 20
Denver Marriott City Center
Denver
www.computerworld.com

Unified Communications Conference 2008
An IDC UK event
Nov. 20
Radisson SAS Portman
London
www.idc.com

Business Continuity Management Conference & Expo
An IDG Japan event
Nov. 27-28
Tokyo Midtown (Minato-ku)
Tokyo
www.idg.co.jp/english

Middle East and Africa IT in Government Conference 2008
A Government Insights/IDC CEMA event
Dec. 1
Cairo, Egypt
www.idc.com

Optimizing Application Delivery for the Enterprise
Computerworld IT Management Summit
Dec. 2
Hyatt Regency Milwaukee
Milwaukee, Wisc.
Dec. 4
Westin St. Francis
San Francisco
www.computerworld.com

How to Protect Your Users from E-mail Threats
Computerworld IT Management Summit
Dec. 9
Hyatt Regency Miami
Miami
www.computerworld.com

Service Management Maturity Executive Roundtable
Bridging the Gap: Mastering Change Before it Masters You
An HP event in association with IDC
Dec. 10 -- Chicago
Dec. 11 -- Philadelphia
www.idc.com

IT Roadmap
A Network World event
Dec. 16
Walter E. Washington Convention Center
Washington, D.C.
www.networkworld.com

CIO Perspectives
Local Connections on Global Issues
Dec. 20
Century Plaza Hyatt Regency
Los Angeles
www.cio.com

Macworld Conference and Expo
Jan. 5-9, 2009
Moscone Center
San Francisco
www.macworldexpo.com

CIO Perspectives
Local Connections on Global Issues
Jan. 27
Washington, D.C.
www.cio.com

European Media Management Institute
An IDG Corporate Training Program for middle- and senior-level functional managers
Feb. 3-5
Vienna
Contact: laurie_butson@idg.com

IDC's Cloud Computing Forum
Feb. 12
San Francisco
www.idc.com

IDC Enterprise Social Networking Forum
Driving Profits, Customer Retention and Product Development
Feb. 12
San Francisco
www.idc.com

celebrating 10!

Name
Sascha Alexander

Home
Munich, Germany

Joined IDG
In March 1997 I started as a trainee; in July 1998 I was hired as an editor at Computerwoche.

Current title
I work as an analyst/editor for an area we call "Information Management" that includes everything that has to do with integration, management, analysis and distribution of business information. Typical areas are enterprise content management, business intelligence, data warehousing, collaboration, portals, search and data management. Being part of an "integrated" editorial staff I publish online and in print as well. Moreover, I often serve as a moderator at roundtables and panel discussions and take part in a lot of additional projects.

Most challenging part of your job
Providing in-depth independent news and reports on a daily basis.

Best part of your job
Every week is a little different: sometimes I'm most focused on being a news reporter, or doing background research, traveling, interviewing, you name it.

Best way someone could compliment you on your work
Asking me for help or advice.

Best compliment you've ever received on your work?
Over the years I've received many positive remarks and earned respect from my readers.

Interests outside the office
Nature conservation, birding, Spain (where my wife is from).

What's the most rewarding thing you've ever done
Raising two wonderful kids (work is still in progress!)

What accomplishment at work are you most proud of?
Maintaining my professional integrity and my sense of humor.

What talent do you wish you had
I wish I could play the cello.

Dream destination
Driving Highway 1 in the United States from San Francisco to Seattle.

__Sascha Alexander__ (l) celebrated a decade of service to the company at a dinner hosted by IDG Chairman __Pat McGovern__.

Manager's profile
"Sascha is possibly the most accomplished IT journalist in Germany for subjects like business intelligence, data warehousing, reporting and analysis as well as document management and electronic archiving. He is competent, very committed and he has a good sense of humor. So Sascha is one of our top performers, and it's always great fun to work together with him."

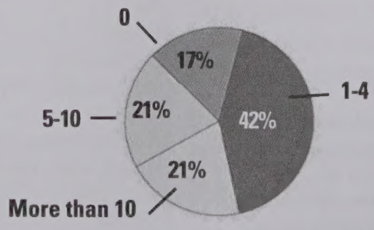
—Heinrich Vaske, editor-in-chief, Computerwoche

Don't wait! Get your copy of World Update via PDF

IDG employees can receive IDG World Update as a PDF file — with full-color photos — via e-mail each Monday. To request this service, write to world_update@idg.com. Current and archived PDFs are also available for download in the World Update section of IDG Central (www.idgcentral.com).

Question of the Week results for Nov. 10

How many e-newsletters do you subscribe to?



Log on to www.idgcentral.com to vote on this week's question: How often do you check work e-mail at home on a weeknight?

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Mike Draper *Network World*
Matt Duffy *Computerwold/InfoWorld*
Jessica Kulpi *IDG Germany*
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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 Web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG also publishes more than 300 magazines and newspapers in 85 countries. IDG's media brands include CIO, CSO, Computerworld, GamePro, InfoWorld/TechWorld/TecChannel, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, E for All, Storage Networking World and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events. More details at http://www.idg.com.

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PC World article tool aims to boost SEO results

PCWorld.com launched a new multiple-article package tool in October that allows editors to break down a big story into smaller but related segments, each of which can be optimized for better search engine returns. The magazine's 100 Best Web Sites feature was presented as a 'parent' story on the Web, along with several related 'child' stories displayed alongside the parent with a thumbnail image and a few words explaining the details of each related story.

"In language a middle schooler could understand, this tool allows us to say these articles are best friends and should always hang out together," said PC World Director of Web Development **Jason Brightman**.

The tool, created by PC World Senior Applications Developer **Arturo Flores** and Brightman, is "really effective" for the site's big marquee features. "It allows us to break large stories down into smaller bits that are tied together with the package," Brightman said. "These smaller bits can stand on their own and be better targeted for advertisers and users."

Brightman

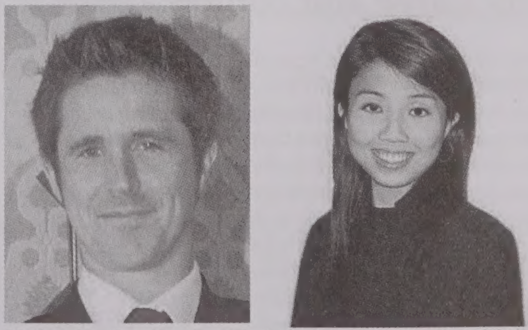
According to Brightman, the tool automatically creates deep links between the parent and child articles, enhancing the search engine effectivness for all articles in the package. Because all the related articles are selected by PC World editors, Brightman said, "they're going to be more interesting and relevant than a 'related articles' module," an automatic crawl that displays the most recent and/or hottest stories in the same category as an article. PCW's tool is not just limited to improving the effectiveness of magazine features on the Web. Editors can choose articles that, while technically may not be related, are more relevant because of the association between the articles,

continued on page 5

The tool automatically creates deep links between the parent and child articles, enhancing the search engine effectivness for all articles in the package.

Monthly e-newsletter keeps tabs on IDC's competitors

IDC sales and marketing staff and analysts worldwide are keeping up with goings on at the company's competitors thanks to a monthly e-newsletter jointly produced by two staff members in the U.K. and Singapore. Competitor Watch International, now four months old, is produced by IDC EMEA Marketing Manager **Mathew Heath** and IDC Asia/Pacific Marketing Manager **Lay-Fang Tan** and circulated to several hundred colleagues.


***Mathew Heath** and **Lay-Fang Tan** teamed up four months ago to jointly produce the monthly Competitor Watch.*

The newsletter, which tracks some 20 IDC competitors (and the list is growing) including Gartner, Forrester, Ovum, Yankee and a number of smaller boutique research firms that cover particular niche markets, has roots that extend back several years. Both Heath and Tan had been producing separate newsletters focused on and circulated in their own regions. IDC Senior VP International Business Units **Philippe de Marcillac** suggested combining the two to give their combined audience a broader understanding of trends affecting both regions.

"The newsletter helps give sales execs and analysts the lowdown on IDC's competitors," Heath explained. "We aim to present a mix of fact, valuable industry gossip and our own spin on competitor news or announcements that will help analysts and salespeople position IDC or respond to clients' or prospects' questions about competitors. For example,

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Inside this issue

IDC expands report offerings in Adriatics *page 2*

Industry group honors Pakistan publishing partner for awards coverage *page 2*

One on one: Computerworld's Scot Finnie *page 3*

MacWorld Sweden lauches video tutorials *page 4*

Deafness can't hold back PC World copy editor *page 6*

Celebrating 10: IDG Germany's Alexander Hüls *page 8*

newsworthy in brief

IDC expands report offerings in Adriatics region

IDC Adriatics chalked up another year of growth in FY08, adding a research agency alliance in Kosovo and beginning FY09 with first-time reports in two countries.

This month, IDC Adriatics will publish the 2007 vendor shares and 2008-2012 forecasts for Kosovo and Montenegro. The reports cover IT services, hardcopy peripherals (printers, multifunctional devices, copiers), packaged software, PCs, servers and storage, networks and small handheld devices. The research in Kosovo was done in conjunction with Mentor Shaqiri in Pristina, which formed an agency relationship with IDC in July 2008. The Montenegro research was managed by IDC's subsidiary office in Serbia.

IDC Adriatics is headquartered in Zagreb, Croatia, under the direction of Managing Director **Boris Zitnik**, with offices in Lubljana, Slovenia and Belgrade, Serbia. The company began reaching out to five previously untapped markets in the region (including Montenegro) four years ago. In addition to the new agency in Kosovo, the company uses contracted research agents in Sarajevo, Bosnia and Herzegovina; Skopje, Macedonia; and Tirana, Albania.

"Generally speaking, these five are tiny markets, but they are positioned for rapid growth, as business and government agencies are hungry to build the IT infrastructure," Zitnik said. "International vendors are starting to discover them, and interest in them will grow, even with the recession in the worldwide market."

Total IT spending in 2007 in the Adriatics region was $3.5 billion, according to IDC. Of that, the five smaller countries taken together represent $590 million. Macedonia and Kosovo had especially high growth rates: more than 50% in 2007 over the previous year.

Write to bzitnik@idc.com. WU

Briefly noted and quoted

In response to a Media Business question about where he plans to shave costs the remainder of this year and in 2009 at last week's American Business Media's Top Management Meeting in Chicago, **IDG Communications CEO Bob Carrigan** had this to say: "The downturn will put more pressure on any products that are not growing, but it's a mathematical formula that determines which magazines become unprofitable and when. We separate the value of each of our brands from their distribution channels. Our brands have tremendous life online and in events, where they can be very profitable. We evaluate the whole portfolio. It's about brand management. As the business changes, we marshal our resources to where business is growing, such as lead generating activities and regional events, for example."

Colin Crawford, senior mobile strategist for IDG, has been named to the board of advisors for Clickability, a provider of on-demand Web Content Management. The board includes senior executives from media companies including The New York Times, The Wall Street Journal, Time and NBC.

Industry group honors Pakistan publishing partner for awards coverage

(L-R): Jehan Ara, president P@SHA; Furqan Qureshi, general manager, corporate sales, Wateen; ***Rabia Garib****, editor-in chief, CIO Pakistan; and* ***Salaina Haroon****, country marketing director, CIO Pakistan.*

IDG's Pakistani publishing partner, Rasala Publications, expended considerable resources covering a major industry awards ceremony last month and ended up taking home a surprise award of its own. The Pakistan Software Houses Association (P@SHA) was so pleased by the print and online coverage that CIO Pakistan and CEO Pakistan provided of its fourth annual awards program that it created a special award to recognize Rasala. At the conclusion of the program, Jehan Ara, president of P@SHA called CIO Pakistan Editor-in-chief **Rabia Garib** and Country Marketing Director **Salaina Haroon** to the stage to present them with an award for Best Media Support.

"P@SHA's acknowledgment is a further testament to both the reputation and respect the CIO and IDG brand names have in the local industry, as well as the work that we've been doing for the past 10 years," said Garib, who also serves as CEO of Rasala , which was founded in 1998. The first issue of CIO Pakistan was published in August. The company also publishes quarterly editions of CEO, CMO and CSO, one of which accompanies each issue of CIO.

At the awards ceremony, which was held Oct. 31 in Karachi, Garib said her team set up an ad hoc recording studio where journalists interviewed award winners and attendees. The videos were edited on site and uploaded to a special section of the CIO Pakistan Web site (www.ciopakistan.com) dedicated to the P@SHA awards ceremony. In addition, CIO journalists posted numerous stories and photos from the event to the Web site.

CIO Pakistan fills a void in the local market for enterprise-level dedicated IT coverage, Garib said. "There are some business and telecom magazines, most of which contain content regurgitated from online forums," she said. "We make a conscious effort to research, gather and present as much original content as possible."

CIO Pakistan and its allied titles have a print readership of approximately 8,000 and the Web site averages approximately 450 unique visits a day with page views of upward of 2,500 a day.

For more information, contact Rabia Garib at rabia.garib@ciopakistan.com. WU

one on one the interview

Scot Finnie

The editor-in-chief of Computerworld is this week's columnist. Computerworld recently began asking its reporters to file news and news analyses with three to five hyperlinks already embedded. In this column, Finnie discusses hyperlinks and why they're important. Reach him at scot_finnie@ computerworld.com.

"It's important to think of hyperlinks in Web stories not as elements that help our business but as benefits to the reader. If you think of them any other way, they will likely stop delivering the value to the reader. When that happens, readers will stop clicking them, and you lose the business value, too."

Q What is the purpose of hyperlinks? Why add them to a news story?

A Content sharing within IDG and external syndication to non-IDG publications are two key goals for Computerworld and many other IDG pubs in FY09. When IDG editors republish articles from our sister publications to our own sites, we stretch our editorial budgets and flesh out coverage areas. We are much stronger as a media company by sharing content in this way than we are as individual brands standing alone.

The flip side of content sharing is what happens when a publication's stories appear on another's Web site. The main advantage to the originating publication is that many of the hyperlinks in such stories link back to related stories on the original publication's site. There's the potential for such links to drive new unique visitors and a measurable number of page views. We haven't realized the full potential of that payback yet, but we need to get smarter about taking advantage of it. One way to do that is for writers and editors to select and insert related-story hyperlinks that are great natural additions to the story. They have to add benefit for the reader by providing relevant context or appending interesting detail. The editors are in the best position to add that value.

The hyperlink is one of the biggest advantages of Web-based text content. As you build your content you should be linking back to related content in every story. As time goes by, you create an entirely new and important way for readers to navigate your Web site, and it has a very important advantage: You're cherry picking your best content and creating a tapestry of relevancy that becomes more powerful and useful as time goes by. Linking like this can make last year's big story suddenly come back to life. Over time, the longtail effect helps build a new, higher floor on your page views. Even more important, it makes the value of your content much more apparent to readers, and that's the key to long-term growth. There is reader loyalty on the Internet, but it's much harder to win than reader loyalty in print.

The final piece is external syndication, which usually amounts to content swapping with non-IDG publishing companies, such as the New York Times. Sometimes the content goes one way, and sometimes it's a true swap. There are several ways for IDG pubs to get advantage out of such deals, including payment and revenue sharing on advertisements. Probably more common, though, is the referral of new unique visitors and traffic crossing from each site to the other. There are several ways to make that happen, but the most powerful is with hyperlinks in the body of the story. So it's very important to have solid, benefit-delivering links to related stories both for internal content sharing and external syndication.

Q Is CW linking solely to other CW stories? Would you link to stories on other IDG sites or outside of the IDG universe?

A It's important to think of hyperlinks in Web stories not as elements that help our business but as benefits to the reader. If you think of them any other way, they will likely stop delivering the value to the reader. When that happens, readers will stop clicking them, and you lose the business value, too. If your links are self-serving, readers will give up on clicking them. They may give up on your site entirely after a while. Quality of content is probably more important now than it ever was as the numbers of our online competitors increase.

As a result, you can't just link to your own content. It's smarter to deliver the best experience possible to the reader. Some of your links have to be to the very best sources of information related to the story at hand. So, yes, we can and should link to IT vendor sites, other IDG sites, other publishers — perhaps even our competitors (although, in practice, this happens infrequently). Creating the best reader experience, packing in reader benefits, makes them more likely to come back and read us again. Potential repeat readers look for editorial honesty and quality. They reward that kind of value by coming back. There is really no greater goal for editors (or IDG sites in general) than enticing the right readers to return again and again.

Q How does this improve search-engine results for CW?

A When other sites link to stories on your site, it has the potential to raise your site ranking, the hidden value that Google and other search engines apply to your site. It adds to your potential to appear in search results ahead of other publishers on a given piece of content. It might be better to think of site ranking as a combination of site size (number of visitors, page views or perceived visibility on the Internet) combined with reputation. Site ranking is squishy – more art than science — but it's also clearly real. PC World probably has the highest site ranking among IDG's U.S. publications. So when PC

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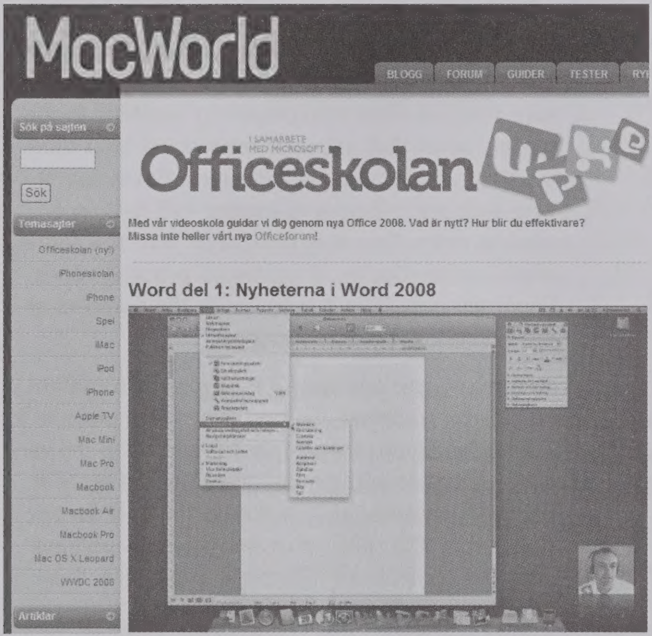
MacWorld Sweden launches series of tutorial videos

Community input inspires content for program underwritten by Microsoft

MacWorld Sweden has tapped its online community to help develop a video tutorial program, which launched Nov. 17, in association with Microsoft to help Mac users learn more about the latest MacOffice products.

The roots of the program originated in 2006 when Microsoft financed a "MacOffice School" that MacWorld Sweden produced. Eight consecutive monthly issues of MacWorld Sweden included detailed content about the workings of the entire Microsoft Office for Mac (MacOffice) portfolio: Word, Excel, PowerPoint and Entourage, which is an e-mail client and personal information manager. According to **Jesper Landén**, sales and marketing manager for IDG Sweden's specialty titles, "it was highly appreciated by our readers and the online community as well as Microsoft. We created a PDF from the content, which ended up being the most downloaded PDF at IDG Sweden that year."



Med vår videoskola guidar vi dig genom nya Office 2008. Vad är nytt? Hur blir du effektivare? Missa inte heller vårt nya Officeforum!

Word del 1: Nyheterna i Word 2008

This MacOffice instructional video, one of four that kicked off the tutorial series, includes an inset video (bottom right) of the narrator, Freelancer Mickael Jenselius.

In 2007, Microsoft ran an extensive ad campaign in MacWorld Sweden for its new upgrade, MacOffice 2008. This year, when IDG Sweden approached the company to discuss another type of joint program, Landén said Microsoft had just one demand: it had to be an online-only project. The MacWorld Sweden team came up with the idea of video tutorials for MacOffice 2008, developed in concert with the MacWorld Sweden online community. Many members are still using MacOffice 2004 and have a lot of questions about the upgrade, Landén said.

Initially, a freelance editor created four instructional videos, one for each MacOffice product. The team posted them on a microsite within Macworld.se, promoted them to the MacWorld community, and asked members for their comments and ideas for future tutorials, including questions about MacOffice topics that weren't already covered.

Using that feedback, MacWorld Sweden's freelancer is in the process of creating 24 additional videos — six per product — that cover what the community wants to know, such as Auto Correction, Templates and Shortcuts. Each video is between two and five minutes long, except for the first series of four instructional videos, which were in the 10- to 12-minute range.

MacWorld Sweden will distribute 10 to 15 MacOffice 2008 software packages to community members who contribute the best and/or the most suggestions for additional topics.

Microsoft has an extensive print ad campaign in MacWorld Sweden for MacOffice and is underwriting the production costs of the video but chose not to run ads in the videos or on the microsite. Other vendors have the opportunity to buy advertising on the microsite.

To view one of the first four instructional videos, go to http://macworld.idg.se/2.8662. For details, write to jesper.landen@idg.se. WU

Coming up

Optimizing Application Delivery for the Enterprise
Computerworld IT Management Summit
Dec. 2
Hyatt Regency Milwaukee
Milwaukee, Wisc.

Dec. 4
Westin St. Francis
San Francisco
www.computerworld.com

How to Protect Your Users from E-mail Threats
Computerworld IT Management Summit
Dec. 9
Hyatt Regency Miami
Miami
www.computerworld.com

Service Management Maturity Executive Roundtable
An HP/IDC event
Dec. 10 -- Chicago
Dec. 11 -- Philadelphia
www.idc.com

IT Roadmap
A Network World event
Dec. 16
Walter E. Washington Convention Center
Washington, D.C.
www.networkworld.com

CIO Perspectives
Local Connections on Global Issues
Dec. 20
Century Plaza Hyatt Regency
Los Angeles
www.cio.com

Competitor Watch

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when you get a mass exodus of people from a company, as has happened at Ovum and Yankee recently, you rarely get an announcement from them, so we aim to discover what we can from a number of sources so our employees can inform our clients."

The newsletter is about to get a new source of content from IDC Asia/Pacific's Competitor Watch KMap, an online repository of competitor information available on KMap, IDC's intranet portal in Asia/Pacific. Every IDC staff member in A/P — finance, sales, HR, analysts, marketing, management and IS — can access this portal and post any news articles they come across about IDC competitors. "We allow access to everyone because we recognize that competitors' news can come from different areas in IDC and it is in everyone's interest to know what our competitors are doing," Tan explained. "This is about collaboration, working as a team and sharing knowledge."

It took the IS team in A/P several months to create this repository, noted Tan, "and I am grateful for their support." IDC Asia/Pacific VP Marketing & Strategy **Sapphire Yong** is also heavily involved in this project, ensuring that this online repository is rolled out in a timely fashion to the other countries in A/P.

"The feedback from colleagues on this has been excellent and that is why we have constantly expanded the distribution and why we keep doing this," Heath said. "Even now, 30 or so e-mail blasts in, we are still getting comments each time we send one out. There is clearly a demand for this kind of information at IDC."

For more information, or to contribute to Competitor Watch, contact Mathew Heath at mheath@idc.com or Lay-Fang Tan at lftan@idc.com. WU

PC World

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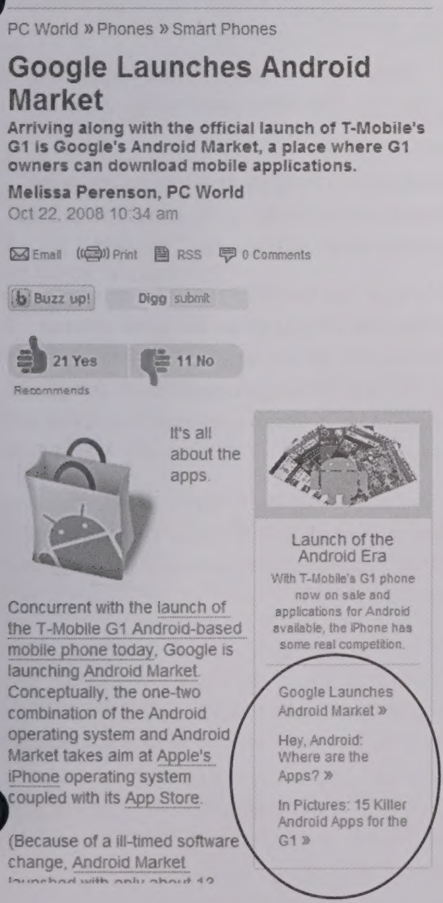


PC World » Phones » Smart Phones

Google Launches Android Market

Arriving along with the official launch of T-Mobile's G1 is Google's Android Market, a place where G1 owners can download mobile applications.

Melissa Perenson, PC World
Oct 22, 2008 10:34 am

It's all about the apps.

Launch of the Android Era

With T-Mobile's G1 phone now on sale and applications for Android available, the iPhone has some real competition.

Google Launches Android Market »

Hey, Android: Where are the Apps? »

In Pictures: 15 Killer Android Apps for the G1 »

Concurrent with the launch of the T-Mobile G1 Android-based mobile phone today, Google is launching Android Market. Conceptually, the one-two combination of the Android operating system and Android Market takes aim at Apple's iPhone operating system coupled with its App Store.

(Because of a ill-timed software change, Android Market

This PC World "parent" article included three "child" articles.

Brightman said. "Being able to mash up stories in this way has infinitely compelling possibilities for surprising associations, and it's that kind of content that provokes reactions across social networks."

"You want to make stories more appealing to social networking sites like Digg because, very simply, it translates into traffic referrals," Brightman said. A user may never consider "direct dialing" the PC World site, he noted, "but if they see an interesting tech story on Digg or a friend has recommended it on Facebook then they'll click through to our site, and we've reached another new user, which is an opportunity for us to convert them to regular readers."

Brightman said there is no technical limit to the number of siblings that can be in a story package, "but, practically, more than a half dozen would probably provide diminishing returns," he said.

Alexa Wriggins, PC World director of online marketing, added that the tool is well-suited to stories with a broad scope, creating multi-chapter stories and linking several similar stories. She added that the 'child' stories make it easier to write more focused headlines and copy using a narrower set of keywords than could be used for the larger story alone.

"More focused heads and copy makes it easier for both search engines and readers to determine the primary focus of the story, and the articles will naturally rank higher," she said.

"On the Web, shorter, tightly focused articles are more relevant to everybody. Users search on brands, products, people and technologies rather than '100 Tech Tips.' Breaking a larger feature into its component parts also helps to reduce duplicate content created by multipage articles, which tend to have the same title on each page." She added that it is also easier to tag the 'child' article to specific product-based categories in PC World's topic tree, "rather than something generic like 'industry news.'" Articles with better topic-tree categorization generate better targeted, higher-yield ad impressions.

Brightman said the tool could be used by any IDG site. "The methodology is so simple that any unit could easily add a similar feature to their content management system.

Contact Jason Brightman at jason_brightman@pcworld.com. WU

noteworthy people

Promotions

Schick

ComputerWorld Canada Editor **Shane Schick** is now editor-in-chief of IT World Canada's portfolio, which also includes Network World Canada, CIO Canada, CDN, Direction Informatique and ITBusiness.ca. "Shane has held several editorial posts over the past decade showcasing his talent, passions and innovation," said VP/Enterprise Group **Fawn Annan.** "As IT World Canada has evolved with the Web taking dominance over our traditional structure — going from print, events and online to online, events and print — an editorial leader became essential to lead our editorial group to conquer and excel in a new order of content and its continuing evolution. Shane began his tenure as online editor in the early days of Web-based publishing and was therefore poised and ready to take on this new role. We are thrilled to have such a talent and innovator to work with us as we fully transition our business to an all encompassing media producer." *sschick@itworldcanada.com*

New employees

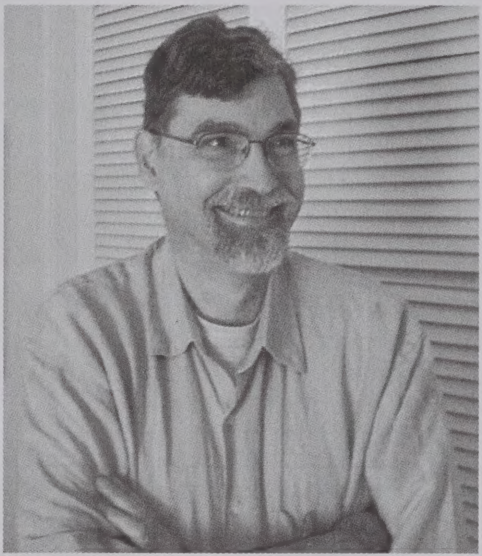
Evans

Mike Evans is a new account executive with **IDG Syndication and Networks**. He was previously account development manager with Jupiterimages, a division of JupiterMedia. A graduate of South Carolina's College of Charleston, he holds a B.S. in international business. In his free time he enjoys soccer. *mike_evans@idgtechnet.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Deafness can't hold back PC World copy editor

PC World Senior Copy Editor **Stephen Compton** is most often reviewing other people's writing, but he recently took a turn as an author himself. As a member of the Association of Late-Deafened Adults, Compton contributed an article to the group's newsletter, ALDA News, whose Fall 2008 edition's theme was "Deafness on the Job." He used the opportunity to talk about his experience working with PC World "for an amazing 14 years."



Stephen Compton *says his ability to communicate via e-mail makes the need for phones unnecessary for his job.*

"I've had a hearing loss, and have been wearing a hearing aid, for as long as I can remember," he said recently in San Francisco. His hearing issues were diagnosed around the age of two when his language development did not seem to be progressing. "The hearing loss increased over time, but I've been profoundly deaf probably since mid-childhood," he said.

Except for some special classes in elementary school, Compton had a mainstream education. In high school and college at the University of California/Berkeley, he relied on notetakers. "This was in the late '60s and the beginning of the '70s," he said, "before the advent of personal computers, PDAs and most of the other electronic gadgets we have now, and before services like CART [Computer Assisted Real-Time captioning, a speech-to-text conversion system]".

Compton said he can understand most people "fairly well" in one-on-one conversations, thanks to his hearing aid and lipreading skills, "but my rate of success varies quite a bit from person to person."

Because of his reading and writing talents, he majored in English at Berkeley, thinking that his best prospects would be some kind of career in publishing, as an editor or copy editor, perhaps. "And a copy editor is what I've been most of the time," he said.

For Compton, one of the advantages of his job is that the telephone can be made "virtually unnecessary." For many years, it's been possible for almost all of his work-related communications to be done by e-mail, with the addition of an occasional handwritten note. He said he has a TDD, an electronic device for text communications over the phone, at work but rarely uses it. "Technology has become steadily more important to my work. I couldn't do my job without e-mail," he said.

Perhaps the worst part of his job, he reckoned, is "attending staff meetings where I miss almost everything that's said." He said some deaf people may feel that an interpreter or CART captioner is necessary for meetings, but at PC World his supervisor or a co-worker can usually tell him the meeting's highlights.

Asked what he thought he might be doing if he were starting out today, he said it would likely have "something to do with the Web. These days, job security is a thing of the past, and, thanks to the Internet, the 21st century has been very unkind to traditional publishing," he said. "For more and more people, what they can read on the Web is increasingly taking the place of what they can read on the printed page, and publishing companies are responding by pouring resources into online versions of their publications. That's certainly true here at PC World, and a good part of my job these days is related to preparing articles for launching on PCWorld.com."

Contact Stephen Compton at stephen_compton@pcworld.com or go to www.alda.org.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

27
Sheryl Merchant *IDG Global Solutions*

20
Sally Reinfeld *IDG*

19
Elizabeth Heichler *IDG News Service*
Susan Middleton *IDC*

14
Timothy Greene *Network World*
Ron Milton *Computerworld*

13
Deborah Lovell *Network World*

12
Mike Draper *Network World*
Paul McNamara *Network World*
Patrick Thibodeau *Computerworld*

11
Johanna Ambrosio *Computerworld*

10
Dawn Cora *Computerworld*

9
Tom Kroon *Network World*

8
Danielle Williams *IDC Nordic/Denmark*
Ellen Hughes *IDC*
Heiko Klinge *IDG Germany*
June Harmon *IDG Denmark*
Lucas Mearian *Computerworld*

6
Bo Lykkegaard *IDC Nordic/Denmark*
Lincoln Lee *IDC Malaysia*
Susan Law *IDG*
Massimo Melis *IDC U.K.*

5
Kritsana Chuenjaiboon *IDC Thailand*
Michael Hennessey *IDC*
Helena Chappell *IDC U.K.*

3
Amy McClelland *Computerworld*

2
Elzbieta Olszewska *IDG Poland*
Trine Børve-Jørgensen *IDC Nordic/Denmark*
Marjan Straathof *IDC Nordic/Benelux*

1
Iain MacNeill *Network World*
Martin Hellson *IDG Sweden*
Francois Dumas *IDG France*
Steven Truong *IDG*
Kerry Lafond *Computerworld*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Calling all photographers!

The IDG World Update editors are looking to identify employees worldwide with access to digital cameras who are willing to serve as "on-call" photographers at their business units.

If you would be willing to take an occasional photo of a newly hired colleague, an event happening at your office or employees being profiled in a World Update story, please let us know! Write to world_update@idg.com.

Send in a Photo of the Day

The Photo of the Day feature on the home page of IDG Central captures a "slice of life" at IDG business units worldwide. If there's something fun or newsworthy happening that you'd like to capture, send a photo and a brief description to world_update@idg.com.

One on one

continued from page 3

World links to any of our other publications, it lends a modicum of its site ranking to those sites. It's a bit of an oversimplification, but, over time, the more links Computerworld (or any site) gets from other sites with higher site rankings, the more likely Computerworld's site ranking will rise in turn.

Q What sorts of stories are CW reporters and editors linking back to?

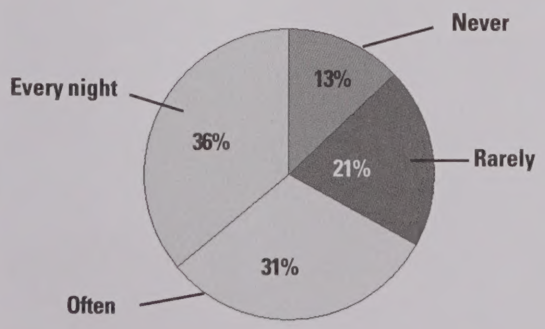
A Stories from the past or present that are directly related to the story at hand. In many cases, they are stories that illustrate what came before or that add additional detail. For stories that hold great reader interest, we frequently make a point of treating a given piece of information with multiple story types. For example, a news story about a product might link to a review, blog post or opinion column.

Q Can there be point when there are too many hyperlinks in a story?

A Absolutely. If readers get the impression that you're being self-serving in offering them links, they will likely respond by clicking none of them, and they may also lose respect for the value of your content. I can't place a number on how many is too many, but I think most of us know it when we see it. Truth be told, most readers don't click any links. And clicking a maximum of one or two links is about all you can expect. It is very key to ensure that the links you offer deliver significant value and benefit to the reader, because once clicked, that link represents the potential for that reader to click again. If you don't deliver the goods, they're less likely to click again. WU

Question of the Week results for Nov. 17

How often do you check work e-mail at home on a weeknight?



Log on to www.idgcentral.com to vote on this week's question: Blackberry Storm or iPhone?

celebrating 10!

Name
Alexander Hüls

Home
Munich, Germany

Joined IDG Germany
December 1995 as editorial trainee at PC-Welt.

Career path since joining IDG
In 1997, I became software editor, and from 1998 to 2001 I coordinated the PC-Welt CD-ROM. In 2001, I changed to Computerwoche where I worked as online editor. Since November 2007, I have been the content manager for computerwoche.de.

Three things I do in a day's work
I check the computerwoche.de statistics to identify which articles perform well and which ones need improvement.
I compose editorial newsletters for readers and for partners.
I focus on search engine optimization for our online articles.

Most challenging part of your job
Keeping readers and customers satisfied and happy.

What's kept you at IDG for 10 years?
An interesting job that has evolved during these almost 13 years.

Best compliment you've ever received on your work?
The best compliments are those of readers telling me they found valuable information in my articles.

What I'm doing to be a better employee
I try to keep up with the latest developments in search engine optimization, Web 2.0 and Internet communities, usability of Web sites and the behavior of Internet users in order to improve computerwoche.de.

Interests outside the office
Sailing, mountain walking, going to the theater and the opera.

What ability do you wish you had
I wish I could play the piano and speak more foreign languages.

Dream destination
Bavaria

Fantasy job
Yachtsman

First job?
Editor at Passauer Neue Presse, a German daily newspaper.

__Alexander Hüls__ (l) was the guest of IDG Chairman __Pat McGovern__ at a dinner celebrating his 13 years of service to the company.

What it taught you?
I learned how to write a good article and how to get hold of the information needed to do this.

Your idea of a perfect day alone?
Sunshine, a gentle breeze and a sailboat on one of the beautiful Bavarian lakes.

Favorite gadget
My Garmin Etrex GPS.

If you won the lottery tomorrow, you would
Become a yachtsman.

Manager's profile
"Alexander Hüls has been a real entrepreneur in the process of transforming Computerwoche into a Web-centric publication. Alexander has made great contributions to increasing the online reach of Computerwoche with his consolidated knowledge of search engine optimization strategies. His willingness to embrace different forms of content — including multimedia — will help push Computerwoche to the next level of audience development. It is a real asset to have Alexander be part of my team."

— Stefan Huegel, site director, Computerwoche

Request online delivery of World Update

IDG employees can receive IDG World Update as a PDF file — with full-color photos — via e-mail. To request this service, write to world_update@idg.com. Current and archived PDFs are also available for download in the World Update section of IDG Central (www.idgcentral.com).

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 Web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG also publishes more than 300 magazines and newspapers in 85 countries. IDG's media brands include CIO, CSO, Computerworld, GamePro, InfoWorld/TechWorld/TecChannel, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Exp E for All, Storage Networking Worl and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events. More details at http://www.idg.com.

IDG World Update

1 DECEMBER 2008
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WWW.IDGCENTRAL.COM

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Surfboard prop helps Brazilian team ride the online wave *page 4*

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Celebrating 10! Computerwoche's Thomas Cloer *page 8*

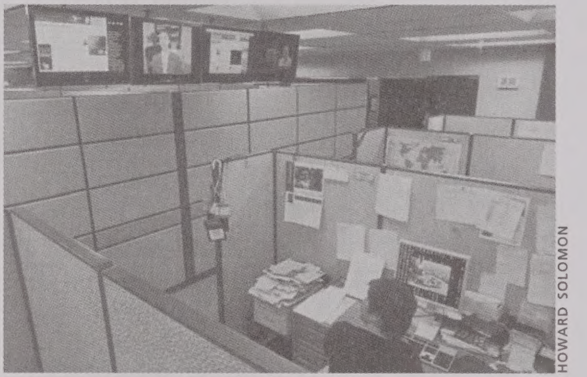
IT World Canada installs video monitors in newsroom

Screens feature footage shot by editors as way to inspire additional content

Sometimes there's no better reminder about something than a visual image. At IT World Canada, where editors have been trying to incorporate video into their regular assignments, all they need to do when they're working in the newsroom is look up.

In October, IDG's Toronto-based publishing partner installed four video monitors that hang from the ceiling and display videos that editors have produced as well as images from the Web pages of the company's nine tech properties. A monitor has also been installed in the company's lobby.

"We're really trying to focus on using video as another way to tell a story, but that means competing with a lot of other priorities that our writers and editors have in front of them," said IT World Canada Editor-in-chief **Shane Schick**. "It makes sense that we would use a visual cue — monitors above people's heads — to reinforce our emphasis on multimedia and also to showcase some of the great work our staff has already done. Moving from print to online to video isn't easy, but we definitely think seeing is believing."



HOWARD SOLOMON

***Nestor Arellano**, newswire specialist for IT World Canada, catches a glimpse of the new video monitors. IT World Canada's video studio is to the right of the monitors, adjacent to the newsroom.*

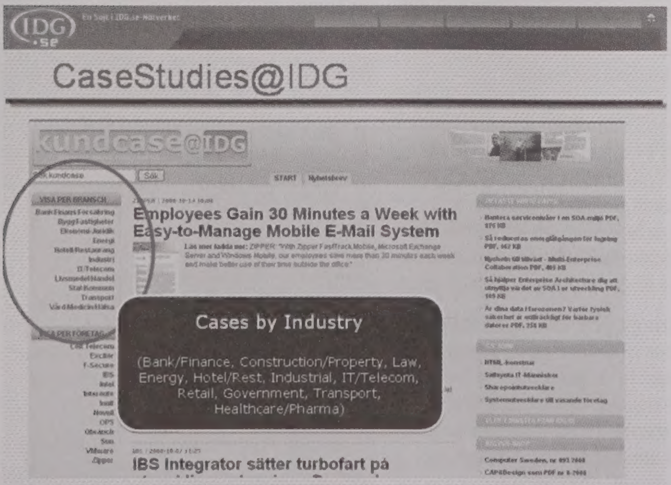
The idea for the video monitors arose when **Michael Atkins**, president of Laurentian Media Group, which is IT World Canada's parent com-

continued on page 4

IDG Sweden introduces hosted case studies service

New revenue generator follows the success of online press release service

Motivated by the success of its hosted press release program, IDG Sweden has launched an online case studies service that enables vendors to describe how their products and services have met specific customer needs.



CaseStudies@IDG

Employees Gain 30 Minutes a Week with Easy-to-Manage Mobile E-Mail System

Cases by Industry

(Bank/Finance, Construction/Property, Law, Energy, Hotel/Rest, Industrial, IT/Telecom, Retail, Government, Transport, Healthcare/Pharma)

IBS Integrator sätter turbofart på

Vendors can provide the case studies or contract with IDG Sweden's custom publishing group to have them written.

Kundase@IDG ("Case Studies@IDG"), http://kundcase.idg.se, launched in October as a link from IDG Sweden's portal, www.idg.se. The case studies are downloadable PDFs, usually one to four pages long, mostly provided by vendors, or prepared by IDG Sweden's custom publishing team upon request. The articles typically discuss the research, decision making, implementation and production stages of providing a solution, as well as lessons learned along the way.

Business Manager **Thomas Roos** sells Case Studies@IDG as a subscription service for 3,500 SEK (US$465) per month. If the client doesn't have a case study available, he contracts with the custom publishing team, which charges between $1,200 and $3,000 to research, write and design the article.

continued on page 2

in brief

IDG Germany's long wait for URL ends

In a logical world, IDG Germany's home site URL would be www.idg.de, but until recently it used www.idgmedia.de.

When the Munich-based IDG business unit tried to acquire the idg.de domain name 15 years ago, it found it was owned by an IT services department of IBM. "IBM is a big customer, and we couldn't go against them," said **York von Heimburg**, CEO of IDG Germany.

A few years later, IBM sold the services division but sold idg.de to a German insurance company. Von Heimburg said IDG Germany briefly considered sharing the domain name with the insurance company on a split site but decided the mixed message – insurance or IT media – would be too confusing to customers of both groups.

Recently, the insurance company came to IDG Germany, announced that it had changed its brand and that it was willing to sell the idg.de domain name to IDG Germany for 25,000 Euros (nearly US$32,000). "What is important is emphasizing the IDG brand in Germany," von Heimburg said. "We are increasing the value of IDG Germany."

Write to yvh@idg.de. WU

IDG Romania's 14th annual ROCS event shifts conference focus

*IDG Romania General Manager **Mihaela Gorodcov** (right) presents one of the Excellence Awards that recognize the country's best IT solutions and projects.*

IDG Romania orchestrated yet another successful edition of its Romanian Computer Show (ROCS), the country's largest IT event, Nov. 18-20 in Bucharest. While global economic concerns have made local companies cautious — though IDG Romania General Manager **Mihaela Gorodcov** said IT companies in Romania are in still good shape — solid exhibitor and visitor participation and a revamped conference made ROCS 2008 "good for us in all terms," she noted.

The agenda included e-government workshops that drew attendees from nearby countries and the participation of several government authorities; Web. 2.0 sessions for developers (a target group for the new PC World Romania portal), a human resources workshop and more sessions on applications and new media. The shift to more topics of broader interest drew a significant amount of media attention, Gorodcov said.

Go to www.idg.ro/rocs2008 or write to mihaelag@idg.ro. WU

Case studies

continued from page 1

A custom product takes from two to four weeks to produce, depending on length and the number of people who need to be interviewed. Content can be in Swedish or English. IDG Custom Publishing consists of VP **Michael Sall** and Project Leader **Anders Rydebrant**, assisted by freelancers.

Beginning in December 2007, IDG Sweden introduced Pressmeddelanden@IDG ("Press Releases@IDG"), a means for clients to get visibility for their companies. In this designated section of idg.se, companies pay a monthly fee for IDG to post their releases within the Business, Products, Career, Financial or Events tabs of the section. IDG Sweden provides clients with metrics regarding press release traffic — as it now does with Case Studies@IDG — and readers can sign on for an RSS feed.

The press release service attracts approximately 1,000 visits per day, case studies about 500 visits daily. IDG Sweden's case studies budget goal is $240,000 in revenue, $84,000 in profit.

IDG.se VP **Fredrik Bernsel** said client response to the new service has been "great. We have been able to gain much more interest when selling a combined package of case studies and press releases. The customers generally hav[illegible] hard time reaching out with this kind of information. O[illegible] service is a dream for them." The combined package costs 5,000 SEK per month ($636), a 10% discount off buying the services individually at their regular prices.

Visitors have also welcomed the case studies, Bernsel added, as they say they appreciate getting information directly from the source. "It also adds to the diversification of content on the site, since many of these stories would never be written about otherwise, because we don't have the resources to cover everything that happens."

Write to thomas.roos@idg.se or fredrik.bernsel@idg.se. WU

New strategy for Pressreleases@IDG

When IDG Sweden first launched its press release service, it marketed the service to both vendors and public relations companies. It offered a discounted rate to PR agencies, thinking that would bring in more agency business. Plus, the agency, which would serve as a retailer for the press release service, could charge its client a fee for making the arrangements with IDG.

However, according to IDG Sweden CEO & Publisher **Lars Dahmén**, PR agencies weren't helpful and viewed IDG as competitors. Soon thereafter, IDG began marketing directly to vendors, with much greater success. One advantage of the program is that it taps an alternative revenue source, as companies pay for Presseleases@IDG out of their PR budget, rather than their advert[illegible]ing budget.

Read more about the press release service in the Jan. 21, 2008, issue of IDG World Update and view Dahmén's presentation at the Global Product Line Meeting in Lisbon in the IDG Global Meetings section of IDG Central.

one on one the interview

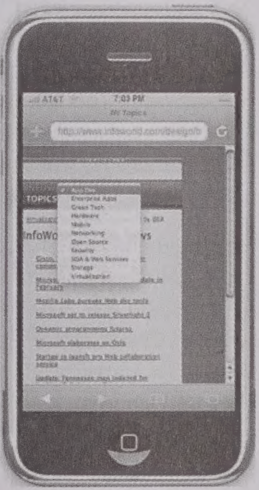
Galen Gruman
The executive editor of InfoWorld is this week's columnist. Reach him at galen_gruman@infoworld.com.

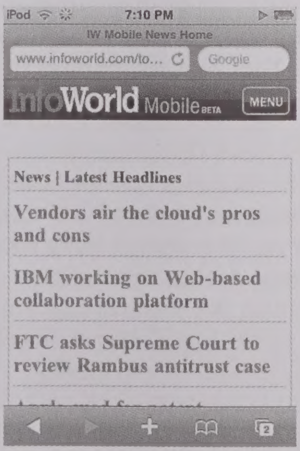
Web development resources are often scarce as business units devote their developer resources to key projects such as lead-generation databases and video white papers. This can make it hard to deliver compelling content in the online environment at the Web's fast pace. At the recent Product Line Meeting in Lisbon, Portugal, InfoWorld Executive Editor Galen Gruman shared some thoughts and tips for how editors can help ease the development logjam by becoming familiar with basic Web technologies and tackling simple application projects. In this column he summarizes some of his key points. Gruman's presentation can be found on IDG Central in the Global Meetings section under the Corporate Resources dropdown menu.

Q What can editorial and production staff members do to help bridge the gap between available developer resources and the need to create compelling online content quickly?

A Plenty. A little programming knowledge can go a long way to create items such as quizzes. At InfoWorld, Features Editor **Jason Snyder** used his knowledge of PHP to develop and produce our weekly news quiz, for example. I used my basic knowledge of JavaScript to prototype the initial Windows Sentinel tool so I could test my ideas before taking our Web developer's scarce time. And for our Perfect Laptop project, where we designed what we thought the next-generation laptop should be and then presented it as a fake product site, it was really easy to use HTML's forms capability and a simple JavaScript to add a few bells and whistles to our fake site, such as an order form that let readers select the options they desired and get a price quote, complete with sales tax.

More recently, I prototyped a script to convert RSS feeds into mobile-friendly Web pages, and then Jason used his more considerable PHP skills to prototype a mobile front end to InfoWorld.com that translates more 80 percent to our pages into mobile-friendly format. (If you have an HTML-capable mobile device such as an iPhone, BlackBerry Storm, T-Mobile G1, Palm Treo, or Windows Mobile device, you can see Jason's work at infoworld.com/m/.) Jason's work is definitely on the advanced side, more than most editors will try to tackle, but what's key to note is that he's using basic Web technologies that many editors can learn to use for at least simple projects.



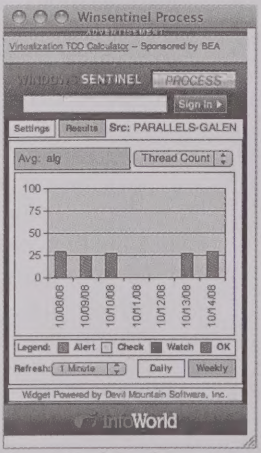


News | Latest Headlines

Vendors air the cloud's pros and cons

IBM working on Web-based collaboration platform

FTC asks Supreme Court to review Rambus antitrust case



*Above are just a few of the "lightweight apps" created by **Galen Gruman** and **Jason Snyder** for the InfoWorld Web site.*

An emerging technology I believe will be quite powerful is Adobe AIR, which lets you convert existing or new HTML and Flash content into apps that run on the desktop. This lets you create sticky widgets for Windows and Mac users, widgets that can pull your site's content such as for stock tickers, news alerts, or even quizzes and games. We used that in Windows Sentinel. It's easy to convert files in Dreamweaver and Flash to AIR; Adobe provides a free plug-in to those programs. And you can write your own from scratch, though I'd leave that to professional developers.

In all these cases, once you figure out the programming, you can create templates that editorial and production staff can then use to create new material. That's a lot like how print layouts work.

Q Most editors don't have programming skills. Must editors become junior developers?

A No. You can do more if you understand the Web's underlying languages such as HTML, JavaScript, and PHP — just as you can produce a better magazine if you understand how QuarkXPress and InDesign work, the abilities of the PostScript language and what your printing plant's capabilities really are.

But there is still Web-friendly content you can create without programming knowledge. For example, QuarkXPress 8 and InDesign CS4 both let you export print layouts to the interactive Flash format (SWF). So you could make a slideshow template in one of these familiar tools, create individual slideshows in them, and then export them to the SWF format. Those can be added to your Web pages easily in most content management systems, giving you Flash animation without any Web programming skills.

Of course, to do fancy Flash work like the Perfect Laptop and Offshore Yourself projects that our Web Designer **John Anane-Sefah** produced requires a Flash expert. Your best bet is to train your design staff in such tools. Community colleges are full of such classes.

I do think it is smart for any editor to get familiar with basic Web tools. There are plenty of "For Dum-

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Videos

continued from page 1

pany and a producer of consumer magazines and community newspapers as well as tech titles, visited several newspaper offices in Europe last year. "These papers had moved quickly with their conversion from paper to video, and I was struck by the impact of design on the psyche of their employees," he said. "If you want to move from print to the Web, you have to smell it, see it, experience it and feed it. It makes sense to add the visual cues."

Atkins noted that all of Laurentian's divisions had built TV studios over the past year before the company was ready to fully take advantage of them. "It had the effect of being an elephant in the room, and for some time it was underutilized," he said. "That gap is narrowing. The reality is that between the screens and the studios, our employees know without question where we are going. We are now beginning to monetize the investment."

IT World Canada purchased a supply of video cameras and tripods, which the editorial staff shares, signing out the equipment with newly appointed Video Coordinator **Christopher Guest**. Journalists edit their own videos in the editing suite, which is adjacent to the newsroom.

ITBusiness.ca Staff Writer **Brian Jackson** has been one of the early adopters, producing about one video a week. He's served as an in-house expert, conducting several meetings with staff individually and in groups to give a basic overview of using the equipment.

"It's been really exciting to watch as our organization has grown to adopt video as a new focus for storytelling through the online medium," Jackson said. "The Web properties have evolved along with the reporters to continually feature video more prominently. And, adopting the Brightcove system has given us an easier way to broadcast our videos and present them in a high-quality and professional looking, customized video player."

Jackson acknowledged that encouraging journalists who are used to print journalism to learn the ins and outs of videography, video editing and publishing video to the Web has its challenges. "It's not an easy thing to learn, but our editorial staff has proven they can stand the heat when they're thrown into the fire, and they have learned quickly. Video production is also time consuming and must be juggled with the one billion other tasks writers already handle. Still, everyone is eager to get involved with this new medium."

Howard Solomon, an assistant editor at Network World Canada (NWC), confessed that he's been a latecomer to video for several reasons. He's a still photographer, and as a reporter he tends to think terms of still images. Traditionally, NWC staff members have done much of their interviewing over the phone, rather than seeking more out-of-office opportunities, which he thinks has been in part due to the brand's narrow focus. However, he sees the new monitors as an incentive to change.

"I'm thinking more about video because I can see what others have been doing," he said. "The other day I noticed a video of Eugene Kaspersky, CEO of the anti-malware software maker Kaspersky Labs. NWC Editor **Greg Meckbach** had interviewed him, but I didn't realize he had taped it, as well. Kaspersky was sitting in a chair talking, but the background was an image of a computer screen running code. Looked very professional. I was impressed to learn that we had done that in our studio by taping him in front of a green screen and dropping in the background."

Last month Solomon did take a video camera to record a product announcement. "Alas, I made a few rookie mistakes and bungled it, but next time, I'll be ready!"

Write to Shane Schick at sshcick@itworldcanada.com.

Video introductions

Stronger intercompany ties is another benefit of IT World Canada's video monitors. One of the monitors periodically features a slideshow known as "the faces of IT World Canada."

Each slide includes a headshot one of the company's 82 employees, their name and title, and a short quote that employees have provided. Those statements can be a brief summary of how long they've been with the company, a shout-out to their favorite sports teams, insight into hobbies or volunteer activities, etc.

"It's a great way to match faces to names," said ITbusiness.ca Staff Writer **Brian Jackson**.

Top 5 rookie videographer mistakes

1. **You conduct an interview without plugging in head phones to monitor the audio**. Too many reporters have done this only to watch the tape later and discover no sound was captured and the footage is useless. Always plug in pair of headphones to make sure you're getting the sound you need.

2. **You don't press the Record button**. It sounds silly, but many interviews have been lost because reporters fail to press the big red "Record" button. Always make sure the tape is rolling!

3. **You don't use a tripod**. Carrying that extra piece of equipment might seem like a lot of work, but it is totally worth doing. You'll need a steady shot for interviews and other footage.

4. **You have your interview subjects look directly into the camera**. TV anchors look into the camera when addressing their audience, interview subjects do not. Have your interview subjects look at you while you stand right next to the camera.

5. **You shoot in poor lighting conditions**. Turn on all the lights you can manage, and never shoot a subject against a bright backdrop like a window.

-- contributed by ITbusiness.ca Staff Writer ***Brian Jackson***

Brazilian team gets up-close reminder of the online wave

At IDG's publishing partner in Brazil, Now!Digital Business, visual cues and imagery go hand in hand. Back in 2005, Now!Digital Business President **Silvia Bassi** kept telling her staff about the growing importance of online media, warning them that online was like a tsunami, and if they didn't get on their surfboards and ride the wave, they'd be left adrift.

*Thanks to her son's generosity, Now!Digital Business President **Silvia Bassi** has been able to bring her longtime "riding the online wave" image to life.*

"People thought the image was great but some of them did not really believe the tsunami would happen; they felt it was some exaggeration from my side," Bassi recalled. "As time passed and they began to see the good returns on the online strategy — and, of course, the problems of not having it — they kept saying 'Hmm, this tsunami idea from Silvia makes sense.' And I'm proud to say that sometimes I've heard our teams talking about our online mantra to other people outside our offices and using this image to illustrate our beliefs."

In a late November surprise, Bassi brought in a real surfboard — much to the staff's delight — to celebrate Now!Digital's milestone: passing R$12 million (US$5,169,517) in online revenue during the period January 2005 – when Bassi was hired to lead the company — to October 2008. The board is now stationed in the reception area as a reminder to staff and visitors about the company's priority.

"We've installed the surfboard here as proof of what we can achieve and as an icon for the future," Bassi said. "The next year will be much harder due to the economic crisis on top of the changing media sector. But if we grab the board again and remember what we have done before with it, we will be able to face the future."

Now!Digital's flagship site, IDGNow! (www.idgnow.com.br) is the leading IT news Web site in Brazil, with an average of 750,000 unique visitors a month. The company's entire network of sites also flourished during this period: the total number of unique visitors grew 400% from 2005 to 2008, moving from 350,000 to 1.4 million unique visitors a month.

Write to silviabassi@nowdigital.com.br. WU

Surfing theme arises in Harvard Business Publishing article

While Now!Digital Business President **Silvia Bassi** was contemplating how to transport a surfboard to her office last month, she happened to see an online article from Harvard Business Publishing entitled "What Surfing Can Teach Us About Managing the Unexpected."

The article concludes: "Instead of paddling around in circles as though we were in some calm lake, we need to learn to act like surfers — to place ourselves in the rising and falling swells, paddling forward while glancing occasionally backwards, so that we will be ready when the big wave comes. If we do that, we will stand up at the right moment, establish our balance, take a deep breath, and ride the exhilarating force of history all the way to shore."

See the whole article at http://tinyurl.com/5qay8p.

Coming up

How to Protect Your Users from E-mail Threats
Computerworld IT Management Summit
Dec. 9
Miami
www.computerworld.com

Content Management Conference
An IDC France event
Dec. 11
Paris
www.idc.com

IT Roadmap
A Network World event
Dec. 16
Washington, D.C.
www.networkworld.com

CIO Perspectives
Local Connections on Global Issues
Dec. 20
Los Angeles
www.cio.com

Macworld Conference and Expo
An IDG World Expo event
Jan. 5-9
San Francisco
www.macworldexpo.com

Global Sourcing Conference
An IDC France event
Jan. 22
Paris
www.idc.com

Central and Eastern Europe Innovation Forum
An IDC CEMA event
Jan. 22
Vienna
www.idc.com

CIO Perspectives
Local Connections on Global Issues
Jan. 27
Washington, D.C.
www.cio.com

European Media Management Institute
An IDG Corporate Training Program for middle and senior level managers
Feb. 3-5
Vienna
Contact: laurie_butson@idg.com

Send business unit event listings to world_update@idg.com. More events are in Events section of IDG Central.

noteworthy people

New employees

IDC California in San Mateo has hired **Brianne Lovett** as research manager, Semiconductor Forecaster; she was previously marketing manager with Silicon Graphics, Inc. She holds a B.A. in anthropology from George Washington University in Washington, D.C., and an M.A. in international business management from the Monterey Institute of International Studies in Monterey, Calif. Brianne enjoys studying foreign languages (she speaks Spanish, Italian and Mandarin), running (she recently ran her second half marathon), surfing and cooking. *blovett@idc.com*

New at **IDG World Expo** is Marketing Specialist **Elizabeth Duran**. She was previously in marketing and sales with The Bump Media, Inc., a site for expecting and new parents. Elizabeth holds a B.S. in business administration and marketing from the University of Maine/Orono and enjoys following Boston sports teams, running and travel and recently spent a month backpacking around Europe. *eduran@idgworldexpo.com*

Returning employees

JOE MOLA

Chutchian

Previously **Computerworld**'s special project editor, **Joyce Chutchian** returns as executive editor, Custom Content Strategy. She holds a B.A. in linguistics and Russian from the University of Massachusetts/Amherst and enjoys running, skiing, camping and going to sporting events. *joyce_chutchian@computerworld.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

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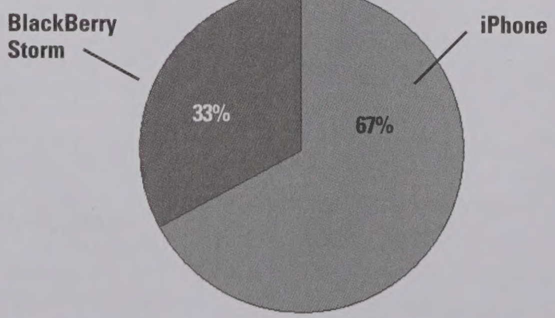
Question of the Week results for Nov. 24

iPhone or BlackBerry Storm?



Log on to www.idgcentral.com to vote on this week's question: How many photos of your family/friends are in your work space?

One on one

continued from page 3

mies"-type books, as well as community college classes. And there are tons of examples of code on the Web you can use as the basis for your experimentation. The basic JavaScript I used for my mobile RSS test, for example, came from the Web, and I modified it to address our RSS feed's peculiarities.

I really believe that if you understand the basics of the production tools, you can better use the online medium because you will understand what the capabilities and limitations are. Even if you don't do the Web production work, you'll be better at imagining what you could do and knowing what is pie-in-the-sky or just too hard given the expected reader response.

Q Isn't it risky to have editorial staff doing Web development?

A It can be, so you have to be responsible. Exporting a Flash slideshow from QuarkXPress or InDesign is safe. Editing a quiz from a template is pretty safe. Creating your own mobile front end might be unsafe. There are issues around security, server load and user privacy (such as if you gather personal information for surveys) that you need to understand. As in any production work, you have to be aware of these.

And as for any production work, you should have a quality assurance process in place. Often, that means partnering with your development team; the editorial staff might do some lightweight development or Web production, and the development team validates it. That still gets your innovations and Web-oriented content to your readers faster than shoving everything into a single developer pool.

> *"Like any production work, you should have a quality assurance process in place. Often, that means partnering with your development team: The editorial staff might do some lightweight development or Web production, and the development team validates it."*

The biggest risk is being sloppy. When you learn new tools, you tend to use them naively, and you get sloppy, inconsistent, unprofessional results. Remember when desktop publishing first arrived how many ugly newsletters people churned out chock-full of fonts and special effects because it was now easy to use those fonts and effects?

Resist that urge with your newfound Web skills. That's why using tools like Microsoft Office to generate HTML code for your site is a bad idea, given how sloppy the code is and how unprofessional the results look. WU

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

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Shirley Horrocks *IDC U.K.*

26

Stephen Josselyn *IDC*

25

Birgit Goetz *IDG Germany*

22

Hélène Fily *IT News Info*
Marianne Kraus *IDG Germany*

21

Lars Dahmèn *IDG Sweden*

18

Michaela Maack *IDG Germany*

17

Mar Cabanas *IDG Spain*
Gaby Meijnckens *IDG Netherlands*

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Ilva Schuring *IDG Netherlands*

13

Pavel Kraml *IDG Czech*
Diane Elhilow *IDC*
Janis Dempsey *IDC*
Alexander Huels *IDG Germany*

12

Tehmasp Parekh *IDC Australia*

11

Regina Walker *IDC*
Joseph Howard *IDC*
Frederick Broussard *IDC*
Patricia Murphy *IDC*
Ludovic Poussier *IDC France*
Hyun-Ju Kim *IDC Korea*
Alexander Mohn *IDG Germany*

10

Alexis Manfrediz *IDC*
Jennifer Read *IDC*

9

Daniela Cimino *IDC*
Gaby Salvisberg *IDG Switzerland*
Snjezana Popovic *IDG Germany*
Lars Harkjær Møller *IDG Denmark*

8

David Zajic *IDG Czech*
Brenda Casey *IDC*
Kevin Kane *IDC*
Selina Ang *IDC Singapore*
Sapphire Yong *IDC Singpore*
Isabella Tillmann *IDG Germany*
Joachim Joestingmeier *IDG Germany*

7

Michelle Bailey *IDC*
Michael Trier *IDG Germany*

6

Jan Splichal *IDG Czech*
Agata Joseph *InfoWorld*
Nils Molin *IDC Sweden*
Deborah Stark *IDC*
Rishi Ghai *IDC Australia*
In-Q Han *IDC Korea*

5

Niclas Söderlund *IDG Sweden*
Hanne Pedersen *IDG Sweden*
Ines Pariente *IDG Germany*

4

Richard Nicholson *IDC*
Amit Gupta *IDC New Zealand*
Denis Poillerat *IT News Info*
Shinji Kozaki *IDC Japan*

3

Vivian Tero *IDC*
Gina Gamble *IDC*
Suzanne Beauregard *IDC*
Douglas Bell *IDC*
John Powers *IDC*
Lisa Kue *IDC*
Karen Massey *IDC*
Theodore Dangson *IDC*
Robert Petranyi *IDG Sweden*
Natalia Villacampa *IDG Spain*
Paulina Salcedo *IDC Mexico*
Lain Kovacic *IDC Brazil*
Attaphon Satidkanitkul *IDC*
Nandish Eregowda Hoothag *IDC India*
Jan Horsager *IDG Denmark*
Mikkel William Nielsen *IDG Denmark*

2

Mark Kagan *IDC*
Romelle Herring *IDC*
Aileen Arcilla *IDC*
Karsten Weide *IDC*
Daniel Ekbladh *IDG Sweden*
Jonas Lenne *IDG Sweden*
Marjan Straathof *IDC Benelux*
Se Eng Tan Dutrieux *IDC France*
Masao Frone *IDC Brazil*
Manjunath Siddaiah *IDC India*
Annie Beh *IDC Malaysia*
Dickie Chang *IDC Taiwan*
Reto Vogt *IDG Switzerland*
Natasha Mössler *IDG Germany*
Thomas Drummond *IDG U.K.*
Jannik Nielsen *IDG Denmark*

1

Kimiyo Takahashi *IDG Japan*
Elaina Stergiades *IDC*
Jacklyn Gadah *IDC*
Michelle Blondin *IDC*
Colleen Todd *IDC*
Kedarnath Bangalore *IDC*
Phuong Hang *IDC*
Sofia Hjord *IDG Sweden*
Marcus Olsson *IDG Sweden*
Jane Brown *IDG Global Solutions EMEA*
Zhe Jin *IDC Australia*
Sally Taylor Phillips *IDC Australia*
Lynn Vuong *IDC Australia*
Pauline Leow *IDC Singapore*
Tom Sanders *IDG Netherlands*
Didier Barathon *IT News Info*
Sandra Adlesgruber *IDG Switzerland*
Harald Schodl *IDG Switzerland*
Johann Chan *IDG U.K.*
Toshihiko Tsutsui *IDC Japan*
Ditte Friis *IDG Denmark*
Malene Vinther Larsen *IDG Denmark*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Volunteer opportunity for Boston-area IDG women

Boston's Museum of Science is teaming up with the Big Sister Association for a unique one-day program called "Big for a Day." The program will pair women volunteers with girls who are still waiting to be matched with Big Sisters for a fun-filled day at the museum. As a corporate member of the Museum of Science, IDG's Boston-area women employees are invited to participate.

The event takes place on Saturday, Jan. 24 and there is a one-hour training session that all volunteers are asked to attend on either Dec. 4 or Dec. 9 at the museum at 6 p.m.

Volunteers who participate in the program are welcome to continue working with Big Sister, but no further commitment is required.

For more information, see this story on IDG Central or contact Lytta Dorsey at the Museum of Science at 617-589-0231.

Passes available for Boston Museum of Science, Aquarium

Don't forget: IDG has a limited number of passes available to employees for the Museum of Science and the New England Aquarium. You may request up to four passes for either venue. Anyone from the Boston area or those planning to visit may contact the IDG World Update editors at world_update@idg.com. Please give us your name, business unit address and number of passes you would like to receive. The passes are good through September and November 2009, respectively.

celebrating 10!

Name
Thomas Cloer

Home
Munich, Germany

Joined IDG
March 1996 as Editor at Computerwoche.

Career path
Editor, Computerwoche; Online Editor, Computerwoche.de; Senior Online Editor, Computerwoche.de.

Current responsibilities
As senior online editor at Computerwoche.de, I am responsible for daily news coverage and some Web site management tasks (Web 2.0, mobile).

Three things I do in a day's work
News, news, news.

Most challenging part of your job
Not to miss anything important.

Best part of your job
The enormous scope of topics to write about.

Latest accomplishment
A well-received iPhone test blog, CW Germany Twitter account (http://twitter.com/COMPUTERWOCHE). I currently have about 140 followers. I post interesting things there from the Net that I don't have time to write about, and I link to highlights from our site here and there.

I joined IDG because
It's a great company. Still.

What's kept you at IDG for 10 years?
The people in my department.

One thing you've learned during your tenure at IDG
Honesty is the best policy.

What I'm doing to be a better employee
I try to be a lifelong learner.

Interests outside the office
Music (guitar), digital photography, arts, movies.

Memorable work-related moment
During Comdex '97 or '98 I took a helicopter ride down the Grand Canyon and had breakfast by the Colorado River.

Dream destination
Shanghai, maybe.

Fantasy job
Disc jockey.

Your idea of a perfect day alone?
Strolling through Paris with a Centurion AmEx card.

*IDG Germany's **Thomas Cloer** (l) joined IDG Chairman **Pat McGovern** at a dinner honoring his almost 13 years of service to the company.*

Most prized possession
My guitars.

Favorite celebrity encounter
Actor Jürgen Vogel at the Chinese restaurant across the street.

Favorite gadget
iPhone 3G (of course).

Your last meal would be
Wiener Schnitzel.

If you won the lottery tomorrow, you would
Not quit my job.

Retirement dreams?
Too early to tell.

Manager's profile
"Thomas Cloer is a news editor extraordinaire of Computerwoche. Over the last 13 years he has become the institutional seismograph for any breaking news story around the globe. His editorial efforts go way beyond what online-centric publishers would expect from a quick-responding online editor. Thomas not only sets the pace for Computerwoche's online efforts, he also is an enthusiastic expert for Web 2.0 and mobile technologies and one of the first 'twitterers' on the Web. Plus ... he is a six-string virtuoso."

—Stefan Huegel, site director, Computerwoche

and finally.

The *IDG World Update* staff would like to thank the following people who assisted with this issue:

Michael Atkins *IT World Cananda*
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Shane Schick *IT World Cananda*
Sonia Singh *IT World Cananda*
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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 Web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG also publishes more than 300 magazines and newspapers in 85 countries. IDG's media brands include CIO, CSO, Computerworld, GamePro, InfoWorld/TechWorld/TecChannel, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, E for All, Storage Networking World and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events. More details at http://www.idg.com.

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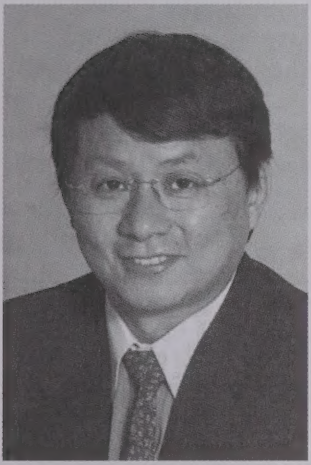
WWW.IDGCENTRAL.COM

O'Malley, Shong honored with top annual awards

Pat McGovern presents Chairman's Cup, Entrepreneur of the Year awards



*[illegible]eventeen-year IDG veteran **Hugo Shong** [illegible]s worked hard to establish and expand a growing lineup of consumer publications in China in cooperation with partner Trends Communications.*

Last week, IDG Chairman **Pat McGovern** announced the winners of two of IDG's most prestigious annual awards: the IDG Chairman's Cup and Entrepreneur of the Year.

HOWARD SHOLKIN

*IDG Chairman **Pat McGovern** (l) presented **John O'Malley** with the 2008 Chairman's Cup in Framingham last Friday while members of the IGS, Connect and List Services teams look on.*

John O'Malley, president of IDG Global Solutions (IGS), and CEO of IDG List Services and IDG Connect, is the recipient of this year's IDG Chairman's Cup Award for Overall Management Excellence.

In presenting O'Malley with his award, McGovern noted, "As CEO of IDG Connect and IDG List Services, you led these businesses to profit improvements of 165% and 72%, respectively." He noted that successful new services such as Market Fusion were developed under O'Malley's guidance, also led the successful expansion of IDG Connect to Europe. In addition, noted McGovern, "Your ability to recruit top talent to IDG was very evident at IGS. Under your leadership, IGS had a watershed year and exceeded its budget."

Entrepreneur of the Year honors went to **Hugo Shong**, chairman of IDG China. Announcing the award, McGovern noted that being selected Entre-

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New on IDG Central

IDG Chairman **Pat McGovern** extends holiday greetings via video to employees worldwide.

Inside this issue

PC World Mexico holds second annual awards program *page 2*

Check out excerpts from latest blog posts on IDG Central *page 2*

One on one IDC President and CEO Kirk Campbell *page 3*

Wiki lets users contribute to Computer Sweden article *page 4*

CW Denmark's investigative series draws national media *page 4*

[illegible]mployees refine skills at IDG Management Excellence Program *page 6*

Cartoon caption contest winners *page 8*

Achievement Awards recognize outstanding '08 performance

*The IDG Management Team has selected the following subsidiary offices as recipients of the FY08 Chairman's Achievement Awards. Winners receive an engraved silver plate and a personal note from IDG Chairman **Pat McGovern**.*

Highest total company profit margin

Winner: IDG Connect

Runners-up:
CXO Media U.S.
PC World U.S.
Macworld U.S.
Computerworld U.S.

***Frank Cutitta**, general manager, IDG Connect*

Highest total company percentage point profit margin increase

Winner: InfoWorld U.S.

Runners-up:
IDG Connect
IDG Vietnam
PC World U.S.
IDG Norway

Highest percentage increase in online revenue

Winner: IDG Romania

Runners-up:
IDG Connect
IDG Hungary
IDG India
InfoWorld U.S.

***Mihaela Gorodcov**, general manager, IDG Romania*

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in brief newsworthy

PC World Mexico holds second annual awards program

The second annual PC World Mexico Awards honored software and hardware products in 33 categories and further solidified PC World's position as the leading and most influential magazine for small- and medium-size enterprises in the Mexican market.

"Most IT magazines in Mexico don't dare to make judgments about the products available in the market. We want to tell the IT industry that we are willing to do so as part of our commitment to our magazine and Web site readers," said **Ricardo Castro**, director general of PC World Mexico.

*PC World Mexico Director General **Ricardo Castro** (back row, center) is surrounded by PC World staff at last month's awards ceremony held at the Poliforum Siqueiros, a venue built to pay tribute to one of the most famous muralists in Mexico, David Alfaro Siqueiros.*

Local software and hardware vendors and developers as well as PR and advertising agencies are invited to nominate products in the various categories.

With the assistance of local specialists and the PC World U.S. Test Center team, PC World Mexico editorial staff designed a series of tests for each product category. Both years, the company has partnered with a well-respected and neutral outside institution to conduct the product evaluations. This year's partner was CINVESTAV, one of Mexico's most prestigious research centers, which conducted its tests over a four-month period. "Once the data was collected, it was easy for PC World Mexico's editorial staff to choose the winners as well as 10 products that earned honorable mention recognition," Castro said.

More than 150 people attended the ceremony, which was held at Poliforum Siqueiros in Mexico City. Five companies, including Kodak, LG, Gateway/Intel, ESET and 3Com, signed on as sponsors for the event, which included a dinner prior to the awards ceremony.

"Our sponsors ensure that we do not lose money on this event, but profits are minimal," Castro said. "The most significant advantage for us is the industry's recognition."

PC World Mexico has been published by IDG's partner, Ediworld, since 1995.

For more information, contact Ricardo Castro at ricastro@iworld.com.mx.

WU

New on IDG Central

Check out the latest blog posts from two of our employee bloggers on IDG Central. Mobile Alert and IDG Training Blog are also on the home page of www.idgcentral.com. If you need a login for IDG Central, use the link you will find at www.idgcentral.com to request one.

Tom Pimental, director of product development, Online Publishing Group (OPG)

I joined a book club discussion this week on innovation and was inspired by the group to write a bit about process innovation. Too many people feel that innovation is something that should only occur for new products, but identifying new ways of doing things can be just as rewarding as launching the next killer app.

Refining processes with tasks that can be simplified (or eliminated entirely) can free up resources for more valuable pursuits. The OPG team has a few projects currently aimed at doing just this including a tool that identifies content within the IDG News Serivce system and automatically publishes it to our sites as well as a newly streamlined newsletter creation process and ability to automate newsletters that do not require editorial insight to create. Both tools are aimed at removing repetitive, low-value tasks from an editor's plate so they can focus on the more important elements of their jobs.

Process change doesn't always require development. More often than not, tasks that you are required to perform... *(more online)*

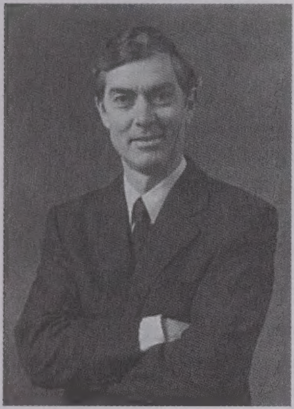
Sean Nakamura, director of audience development and Web analytics, Online Publishing Group

Over the past several months, I've had the pleasure to meet with IDG representatives from around the globe from such countries as Germany, China and Brazil. In all of these discussions, SEO has always been at the top of the agenda, and engaging discussions have taken place as to the benefits of heavily investing in SEO and, thus, being at the perceived mercy of Google. While I personally believe in optimizing our sites to the fullest for search engines, we must also view SEO as an integrated component with all other traffic sources.

Regarding SEO, the domestic IDG Enterprise sites that are maintained by the Online Publishing Group have made major advances on the technical front that have benefitted multiple business units. These initiatives are the basis to what we are developing as overall SEO best practices. As we make site changes and record success on any one site, we then move to another brand, make the necessary modifications, and implement the same solution. Over the past few months, we've been excited about our SEO best practices work regarding sitemaps. Sitemaps allow our Web sites to inform... *(more online)*

one on one the interview

Kirk Campbell
The president and CEO of IDC is this week's columnist. Reach him at kcampbell@idc.com.



"I'm confident that when [illegible]s negative economic cycle ends, IDC will be in a stronger market share position and that we will be viewed by even more of our customers as their trusted partner for finding the best opportunities and driving future success."

Q What do you see as IDC's main challenge for 2009?

A As you can easily guess, IDC's biggest challenge in 2009 will be the economic slowdown and its impact on IDC's sales and revenues. The impact on IDC varies significantly by country, with the United States and Western Europe likely most affected, but every IDC country is impacted in some way by the global economic turmoil. One key priority for IDC employees is to avoid being distracted by the news reports and instead focus 100% of their attention on our customers and prospects. IDC has an unrivaled global employee team that is the best in the technology market intelligence and advisory business. We have an excellent position in the market place with unique, must-have products and services. Our culture is entrepreneurial and focused on innovation, so as long as we stay close to our customers, IDC will do well in this challenging economic climate. I'm confident that when this negative economic cycle ends, IDC will be in a stronger market share position and that we will be viewed by even more of our customers as their trusted partner for finding the best opportunities and driving future success.

Q With the recent major changes in the global financial services market, several of IDC's largest financial clients have faced major changes. What is IDC doing to try to regroup?

A Without question, our financial clients are feeling the effects of the current economic environment. Several of our former clients including Bear Stearns, Merrill Lynch, Lehman, Wachovia and Prudential Securities have either merged, had their assets acquired or simply shut down non-performing business units resulting in lost revenue for IDC.

Fortunately, both IDC and our end-user technology advisory business, Financial Insights, have solid, longstanding relationships with hundreds of financial institutions. Brand names such as Goldman Sachs, Bank of America, Morgan Stanley, JP Morgan Chase and Fidelity still remain IDC clients. More than ever, these financial institutions need our research and advice to navigate successfully through this changing economic landscape. Financial Insights recently realigned its 2009 research agenda to focus on four key themes that are highly relevant for our customers: Risk, Mergers & Acquisitions, Client Acquisition & Retention and Expense Reduction. With an active financial client base that still has more than 1,400 end users, IDC's research continues to play a very valuable role in the day-to-day activities of our financial clients.

Q For the past several years we've heard about the dramatic annual growth in IT spending in the BRIC countries (Brazil, Russia, India and China). What are the expectations for continued growth in those countries, and is IDC still focusing on them?

A The BRIC countries continue to outperform global IT growth averages with very attractive growth rates. The BRIC countries are among the best growth opportunities for technology vendors. The Brazil, Russia, India and China group today account for 10% of global IT spending and will account for 13% in just four years. Although the global economic crisis is affecting most markets around the world, we forecast the BRIC group to grow in 2009 at approximately 9%, which is more than three times the 2.6% overall worldwide IT global growth rate. IDC is actively investing in additional resources and launching new research in these four key countries as well as in other emerging markets around the globe as our clients look beyond BRIC to new long-term growth areas. These include the United Arab Emirates and Saudia Arabia in the Middle East, Costa Rica and Guatemala in Central America, Bulgaria and Romania in Eastern Europe as well as the countries of ASEAN and Africa. IDC has by far the most and best technology research analysts in all of these dynamic countries and technology vendors are increasingly turning to IDC as they pursue these high-growth markets.

Q Can you briefly describe IDC's telebriefings programs in the U.S.?

A IDC Telebriefings are popular among our clients because the sessions focus on new research and important market trends. In addition to hearing our analysts offer their thoughts and analysis on the latest industry developments, clients can interact with the analysts during a Q&A discussion at the end of each presentation. To help satisfy the growing interest in the telebriefing program, IDC offers audio files that can be downloaded by clients who are unable to dial in to the live presentation.

The one-hour telebriefings are held each Thursday at noon U.S. Eastern time and typically attract 75 to 150 attendees. Of course, some topics are more popular than others, as evidenced by the latest IT Forecast Update anxiously awaited by our clients and presented on Nov. 13 by IDC's Chief Research Officer **John Gantz**, and Vice President of Worldwide IT Markets **Stephen Minton**.This particular

continued on page 5

Wiki lets readers contribute to Computer Sweden article

Jenny Stadigs, ***Sverker Brundin*** *and* ***Joel Westerholm****.*

The 100 Best Products of 2008. The 50 Most Useful Web Sites. 10 Key Tips for Going Green. Such editorially driven roundups are common — and popular — fare at IDG publications and Web sites worldwide. This year, Computer Sweden decided to invite readers to the party by adding a public wiki to its online version of Sweden's Top 75 IT Security Experts.

Technology News Editor **Sverker Brundin** said he got the idea at a seminar where the Web editor of Sweden's Fokus magazine described his publi-cation's effort to add a public wiki to its annual roundup of Sweden's 100 Most Influential People. "I already knew I wanted to do something different with this feature this year and wanted more interactivity than what our regular online forum could provide," Brundin said. "A wiki sounded like an interesting idea."

Brundin chose the free MediaWiki Web-based software package (originally written for Wikipedia and available at Mediawiki.org) for his wiki, which he said is quite easy to use.

The Top 75 IT Security Experts ran as a feature package in Computer Sweden, accompanied by an interview with the No. 1 expert and several related articles. When the package appeared online, the wiki (cswiki.idg.se) was added. Users were invited to add additional experts who they feel should be included on the next list as well as to modify or add information to each of the profiles written by Computer Sweden journalists. Computer Sweden Journalist **Jenny Stadigs** was the primary force behind the list and Web Editor **Joel Westerholm** provided a great deal of support, Brundin said.

At first, Brundin said, some users took advantage of their newfound power and modified the list with "crazy" ideas, but soon, he said, other users edited the entries and currently "there are only serious modifications."

Several weeks later, editors added a second list to the wiki — the 25 Most Influential People within the IT Health Care Sector — which users were also invited to edit.

For more information, contact Sverker Brundin at sverker.brundin@idg.se.

CW Denmark traffic soars with scandal scoop

CW Denmark Editor-in-chief ***Jan Horsager*** *was in high demand for interviews from a variety of national media outlets in Denmark.*

During the past month, Computerworld Denmark has been not just a news provider but a news story in and of itself. The property has been "the most-quoted media outlet in Denmark," according to IDG Denmark Managing Director **Søren Queitsch**, having exposed allegedly fraudulent practices by one of Denmark's most-heralded IT companies.

IT Factory, an IBM business partner, provided hosted software services built on IBM's Lotus platform. Over the past few years the company reported dramatically escalating revenue and profit, and the company and its CEO Stein Bagger were lauded by the industry. However, inconsistencies about the company lurked in the background.

Beginning Nov. 21, in partnership with independent journalist and former employee Dorte Toft, who had been investigating the company for years, CW Denmark began publishing a series of investigative articles that questioned IT Factory's business contracts and leadership. The company is now thought to have created fake contracts with companies that did not exist and then sold the contracts to banks and other investors.

On Dec. 1, IT Factory imploded. The company's chairman filed for bankruptcy and reported CEO Bagger for fraud. Bagger disappeared while on vacation, ended up on Interpol's most-wanted list and turned himself into police in Los Angeles on Dec. 6.

CW Denmark's online traffic spiked to all-time highs for several days. Average page views for www.computerworld.dk are about 90,000, but on Dec. 2, 194,542 page views eclipsed the former record of 152,747.

"I am so proud that a specialized media like Computerworld is able to conduct investigative journalism that can make national headlines for weeks and maybe months to come," Queitsch said. "The work, hours and efforts that our own [Editor-in-chief] **Jan Horsager**, [Journalist] **Kristian Hansen** and especially freelancer Dorte Toft have put in is amazing. I am so glad that it paid off. M[illegible] thanks go to the rest of the editorial staff that has been working 24/7 since the story broke. They've been incredible."

Write to jan.horsager@idg.dk.

For more details, read this article on www.idgcentral.com.

IDG

Current Jobs, Week of December 15, 2008

BU	Category	Title	Location	Contact	Email	Phone
Connell Communications						
	Sales	Online Sales Manager	Chicago IL	Sara Scogland	sara_scogland_idg.com	508-935-4161
CXO Media						
	CIO Executive Council	Sales Development Manager	San Francisco CA	P.Boyle	pboyle@cxo.com	508.935.4192
	Online Edit	Senior Online Writer	Framingham MA	P.Chisholm	pchisholm@cxo.com	508.935.4734
	Online Edit	Online Managing Editor	Framingham MA	P.Chisholm	pchisholm@cxo.com	508.935.4734
Energy Insights						
	Research	Sr. Research Analyst, Energy Insights	Framingham MA	Leah Barton	lbarton@idc.com	508-935-4336
Financial Insights						
	Research	Research Director, Financial Services Security Practice	Framingham MA	Leah Barton	lbarton@idc.com	508-935-4336
	Sales	Sr. Account Executive, Financial Insights	Framingham MA	Leah Barton	lbarton@idc.com	508-935-4336
Government Insights						
	Consulting	Consulting Director	Framingham MA or Falls Church \	Leah Barton	lbarton@idc.com	508-935-4336
Health Industry Insights						
	Sales	Sr. Account Executive, Health Industry Insights	Framingham MA	Leah Barton	lbarton@idc.com	508-935-4336
IDC						
	Research	Program Manager, Vertical Group	Framingham MA	Leah Barton	lbarton@idc.com	508-935-4336
	Research	Sr. Research Analyst, Vertical Group	Framingham MA	Leah Barton	lbarton@idc.com	508-935-4336
	Research	Research Analyst, CMO Advisory Practice	Framingham MA	Leah Barton	lbarton@idc.com	508-935-4336
	Sales	Sr. Account Executive, Enterprise Sector Accounts	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sales Manager, Enterprise Financial Major Accounts	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
IDG						
	Training	Training & Development Coordinator	Framingham MA	A. Dros	alana_dros@idg.com	508-988-7071
IDG List Services						
	Sales	Account Executive	Framingham MA	A. Dros	alana_dros@idg.com	508-988-7071
IDG Syndication & Networks						
	Sales	Account Director (East Coast)	New York City NY	B. Ramistella	beth_ramistella@idg.com	508-988-7871
PC World/Macworld						
	Sales	Group Publisher, PC World and Macworld	San Francisco CA		jobopps@idg.com	
WEC						
	Admin	Administrative Assistant	Framingham MA	Jillian Gardner	jillian_gardner@idg.com	508-935-4041
	Operations	Exhibit Coordinator	Fairfax VA	Jillian Gardner	jillian_gardner@idg.com	508-935-4041
	Operations	Operations Director	Framingham MA	B. Ramistella	beth_ramistella@idg.com	508-988-7871
	Sales	Sales Manager	Framingham MA	B. Ramistella	beth_ramistella@idg.com	508-988-7871

Go to http://careers.idg.com to view all current job opportunities at IDG

IDG Corporate Boviard STAR AWARD Program

Once again IDG presents the Corporate Boviard STAR Award Program! This award is designed to encourage, recognize and reward corporate employees for exemplary Service, Teamwork And Results.

Awards are presented twice a year. A maximum of three awards are given.

Who Can Be Nominated?

All Corporate IDG employees from the following departments and business units that serve operating units are eligible for nomination, with the exception of members of the STAR Award selection committee, Ted Bloom, CFO & treasurer; Jayne Enos, senior vice president, corporate taxes; and Alana Dros, director, Human Resources Services Division.

IDG Corporate Accounting
IDG Corporate Support Center (Chairman's Office)
IDG Global Solutions
IDG Corporate Credit
IDG Corporate Finance
IDG Corporate Tax
IDG Corporate Legal
IDG Human Resources
IDG Technology Services Group
IDG List Services
IDG Research Services
IDG International Publishing Services (G&A, Licensing, IDG News Service, IDG Corporate Communications, IDG World Update)

Please use the nomination form on the reverse side to nominate an IDG Corporate Employee who has provided exemplary Service, Teamwork And Results for your operating unit. Corporate IDG employees may nominate other Corporate IDG employees for this award. Please take a minute to nominate someone who is deserving of this special award!

Each STAR Award winner will receive a cash prize as well as a star-shaped crystal paperweight.

Nominations must be submitted by Monday, Dec. 28, 2008.
Please use form on reverse side.

IDG Corporate Boviard STAR AWARD Program

Recipients of the Corporate Boviard STAR Award will be selected from nominations received by the award's selection committee. The names of award recipients will be published in the IDG World Update.

Employee Name: ______________________________________

Title: ______________________________________

Department: ______________________________________

1. How has this employee provided exceptional SERVICE to other corporate departments, divisions of IDG or external clients or contacts?

2. In what way has this employee exhibited a positive attitude and fostered TEAMWORK?

3. What has this employee done to demonstrate initiative and creativity to improve company, department or job RESULTS?

Nominated by: ______________________________ Date: ____________

Title: ______________________________________

ALL nominations must be submitted by Monday, Dec. 28, 2008. Send nominations to Kathy Toffoloni, IDG CSG, 5 Speen Street, Framingham, MA 01701, via mail, interoffice mail or fax: 508-935-4675.

Coming up

Macworld Conference and Expo
Jan. 5-9
Moscone Center
San Francisco
www.macworldexpo.com

Global Sourcing Conference 2009
An IDC France event
Jan. 22
Paris
www.idc.com

Central and Eastern Europe Innovation Forum
An IDC CEMA event
Jan. 22
Vienna
www.idc.com

CIO Perspectives
Local Connections on Global Issues
Jan. 27
Washington, D.C.
www.cio.com

European Media Management Institute
An IDG Corporate Training Program for middle- and senior-level functional managers
Feb. 3-5
Vienna
laurie_butson@idg.com

IDC's Cloud Computing Forum
Feb. 12
San Francisco
www.idc.com

IDC Enterprise Social Networking Forum
Driving Profits, Customer Retention and Product Development
Feb. 12
San Francisco
www.idc.com

Premier 100 IT Leaders Conference
A Computerworld event
March 1-3
J.W. Marriott Grande Lakes
Orlando, Fla.
www.premier100.com

Global Media Institute
An IDG Corporate Training Program for senior- and executive-level leaders
March 16-20
Boston
laurie_butson@idg.com

Achievement Awards

continued from page 1

Highest percentage increase in page views

Winner: IDG U.K., ComputerworldUK.com

Kit Gould, *managing director, IDG U.K.*

Runners-up:
IDG Romania, Network World Romania Online
IDG Japan, Computerworld Online
IDG U.K., CIO UK Online
IDG Sweden, Macworld Sweden Online

Highest percentage increase in unique visitors

Winner: IDG Germany, MacWelt Online

Runners-up:
IDG U.K., CIO Online U.K.
IDG U.K., ComputerworldUK.com
IDG Sweden, IDG.SE
IDG Romania, PC World Online

Highest percentage increase in revenue per visit

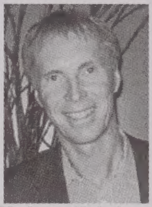
Winner: IDG Spain, PCWorld Online

Manuel Pastor, *country manager, IDG Spain*

Runners-up:
IDG Spain, Comunicaciones World Online
IDG India, CIO Online
IDG Sweden, Special Projects Online
IDG Romania, PC World Online

Highest percentage increase in registered users on a Web site

Winner: IDG Germany, Digital World Online


York von Heimburg, *CEO, IDG Germany*

Runners-up:
IDG Netherlands, Techworld Online
IDG Netherlands, Zoom Online
IDG Australia, PC World Online
IDG Germany, Gamestar Online

Highest percentage increase in a business unit's event revenue

Winner: IDG Denmark

Runners-up:
IDG India
IDG Switzerland
IDG U.K.
IDG Netherlands

Highest increase in a business unit's event profit margin

Winner: IDG India

Runners-up:
IDG Romania
IDG Norway
Computerworld U.S.
IDG Norway

Best new event launch

Winner: Computerworld U.S., Green IT Symposium

Best new Web site launch

Winner: TheIndustryStandard.com

Chairman's Awards

continued from page 1

preneur of the Year at IDG, which "is a very entrepreneurial company," is "a very singular honor." He added, "This recognition comes in part from your achievements in establishing and expanding our family of consumer publications in cooperation with our partner, Trends Communications, for accelerating the transition from print revenue to online revenue of technology-focused publications in China, increasing the number of new Web sites and events that serve specific target markets in China and successfully restructuring our relationship with Reed Business so that IDG can make its investments in more promising media opportunities in the future."

One on one

continued from page 3

telebriefing attracted nearly 1,100 registrants and more than 500 attendees. The presentation and audio files will continue to be popular downloads among clients seeking more insight into how the financial crisis will impact IT spending over the next four years. IDC's annual Predictions telebriefing in early December presented by IDC Research Senior Vice President **Frank Gens** also draws a huge audience every year. A schedule of upcoming telebriefings and an archive of past telebriefings is at www.idc.com under the Events tab.

Suggestions for columnistsor topics for this feature may be sent to world_update@idg.com.

noteworthy people

New employees

Chen

PETER SHORT

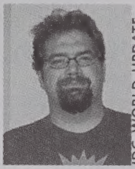
Gary Chen joins **IDC Framingham** as a research manager with the Server Virtualization Software group; he was previously a senior analyst with the Yankee Group. He holds a B.S. in psychology from the University of Miami and has done post-baccalaureate work in computer systems engineering at Boston University. In his free time he enjoys playing billiards. *gpchen@idc.com*

Previously a corporate leasing sales agent with Alliance Residential, **Junayd Dyck** joins **IDC California** in San Mateo as a sales representative with the Sector West group. He holds a B.A. in political economy and development studies from the University of California/Berkeley and enjoys skiing and scuba diving. *jdyck@idc.com*

Torchia

PETER SHORT

Previously a senior analyst with Yankee Group Research's wireless enterprise infrastructure and applications group, **Marcus Torchia** comes to IDC's **Energy Insights** division as research manager, Intelligent Grid Strategies. He holds a B.S. in economics from the University of Rhode Island as well as an M.B.A. from Babson College's Olin School of Management in Wellesley, Mass. In his free time he enjoys snowboarding, gardening, cooking and architectural design. He recently finished construction of a home sauna and volunteers for Roads to Recovery, which provides rides for cancer patients to and from treatment sessions. *mtorchia@energy-insights.com*



Eilders

IDG WORLD UPDATE

PC World has hired **Ryan Eilders** as a quality assurance engineer. He was previously an interactive media developer with The Arizona Republic's site azcentral.com. He attended Arizona State University in Tempe where he majored in journalism; he recently finished his second semester of teaching online media at the Walter Cronkite School of Journalism there. In his free time he enjoys photography, videography and "the occasional video game." *ryan_eilders@pcworld.com*

IDC Malaysia has hired **Chrystyn Lim** as senior market research analyst for its Channels program; she was previously a product launch manager with Microsoft (Malaysia) Sdn Bhd. She holds a diploma in advertising and marketing communications from Malaysia's Institute of Advertising Communication Training and the International Advertising Association. In her spare time, she likes to read and dance. *sclim@idc.com*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Employees refine management, leadership skills in training program

Twenty-one employees from 10 business units and three countries gained insight into how to enhance their leadership skills at the IDG Management Excellence Program, held Nov. 18-20 in Dedham, Mass.

The ninth edition of the program, which focuses on core management and leadership development skills and the challenges facing IDG's emerging leaders, featured external speakers and IDG managers. **Laurie Butson**, director, IDG Training and Development, and **Alana Dros**, director, Human Resources Services Division served as program hosts and facilitators.

In addition to listening to presentations and panels, attendees discussed an employee relations case study.

For more details on this program, read the full article on IDG Central or write to laurie_butson@idg.com. WU

ALANA DROS

(Standing, l-r): ***Dana Basilone****, marketing director, IDC;* ***Deb Begreen****, director, event operations, CXO Media;* ***Mikael Salo****, editor-in-chief, IDG Sweden;* ***Glenn Mosesso****, network services manager, IDG;* ***Matt Eastwood****, group VP, IDC;* ***George Hu****, art director, GamePro Media;* ***Matt Wintringham****, online sales manager, Computerworld;* ***Jason Brightman****, director, Web design, PC World/Macworld;* ***Jeff Kuta****, test center director, PC World;* ***Robert Cerulle****, regional sales manager, IDC;* ***Steve Kempton****, sales manager, IDC;* ***Kim Andersen Stensdal****, chief technology editor, IDG Denmark;* ***Curtis Price****, program VP, Infrastructure Services, IDC;* ***Dawn Cora****, senior sales operations manager, Computerworld;* ***James Malone Jr.****, editorial director, CXO Media;* ***Mary McIntire****, senior circulation marketing manager, Network World. Seated (l-r):* ***Joe Howard****, director, IT systems, IDC;* ***Linsy Reese****, VP, marketing, IDG World Expo;* ***John Vulopas****, VP, business development, strategic programs and events, Computerworld;* ***Lee Levitt****, program director, IDC;* ***Bill Hanck****, VP/associate publisher, Computerworld.*

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

26

Rick Ciliberto *Enterprise Services Group*

21

Karen Timons *IDC*
Lucinda Borovick *IDC*
Mary Lester *CXO Media*

20

Mary Ann Doolin *IDG List Services*

18

Sagrario Fernandez *IDG Spain*

17

Mauro Calderara *Nuov@Periodici Italia*
Kristen Kim *IDG*

16

Mihaly Sipos *IDG Hungary*
Maryfran Johnson *CXO Media*

14

Joan Olson *Computerworld*
izabeth Martinez *Network World*
Neal Weinberg *Network World*
Michelle Vittori *Enterprise Services Group*

12

Diane Bobbitt *IDG*

10

Ellie St. Louis *CXO Media*
Amanda Conroy *IDG Australia*
Laura Hilliard *IDG Global Solutions EMEA*
River Jiang *IDG China*

9

Rachel Lo *IDC Singapore*
Suzanne McMillen *CXO Media*
Merle Sandler *IDC*
Károly Mezei *IDG Hungary*
John Cooney III *IDG*
Michael Guerin *Network World*

8

Rolf Eirik Ringdal *IDG Norway*
May Fung *IDC Hong Kong*
Alexander Motsenigos *IDC*
Miriam Kutcher *IDC*

7

Anne-Sophie Dankens *IDC*
ill O'Toole *IDG*
elen Flagg *IDG List Services*

6

David Senf *IDC Canada*
Sheri Cottreau *IDG World Expo*
Ronald Moreau *IDG World Expo*
Sarah Reagan *CXO Media*

5

Jeannette Gonzalez *Online Publishing Group*

4

Bernard Dai *IDC China*
Danielle DeMao *IDC*
Nicholas Bisconti *IDC*
Chris Johnson *Computerworld*
Jennifer Hallett *Network World*
Michael Garity *Network World*
Diane Frank *CXO Media*

3

Andrew Widjaja *IDG Australia*
Christopher Real *IDC Mexico*
Lotta Ahman *IDG Sweden*
Dariusz Mlotkowski *IDG Poland*
Yasushi Okawa *IDG Japan*
Gerard Pintal *IDC*
Joyce Carpenter *Computerworld*
Sándor Filippinyi *IDG Hungary*
Quaker Jin *IDG China*

2

Graeme Wong *IDC Australia*
Tomoko Akagi *IDC Japan*
Dorota Kuczek *IDG Poland*
Elzbieta Lesicka *IDG Poland*
Monika Slusarska *IDG Poland*
Lech Wazynski *IDG Poland*
Malgorzata Zych *IDG Poland*
Jop van Gerven *IDG Netherlands*
Tatiana Americano *Now!Digital Business*
Eileen Smith *IDG*
Barclay Rockwood *IDC*
Christina DeAvila *Computerworld*
Zoltán Bátky-Valentin *IDG Hungary*
Jason Wen *IDG China*
Jonathan Brodkin *Network World*
Jonathan Summey *Network World*
Kathleen Mayer *CXO Media*

1

Caleb Brown *IDG Australia*
Mona Holmvik Nymo *IDG Norway*
Caroline Dubber *IDG Global Solutions EMEA*
Carmen Chen *IDC Taiwan*
Daniel Odell *IDG Sweden*
Ludvig Loven *IDG Sweden*
Anita Dabrowska *IDG Poland*
Barbara Krasnoff *Computerworld*
Debra Bulkeley *CXO Media*
Christine Celli *CXO Media*
Presh Costales *Online Publishing Group*

celebrating 10!

Telecom World's ***Cai Jun*** *was the guest of IDG Chairman* ***Pat McGovern*** *at a celebration honoring his decade of service to the company.*

Name
Cai Jun

Home
Beijing

Joined IDG
May 1, 1998

Career path at IDG
May 1, 1998 to July 2002, Editor, Reporter, Director of the Editorial Department, Deputy Editor, Internet World. August 2002 to present, Editor, Reporter, Director of Editorial Department, Telecom World.

What's kept you at IDG for 10 years?
The company provides a comfortable and harmonious working environment. The boss gets along with the staff very well.

Moment at work you will never forget
During the SARS period in 2004, we experienced a most difficult time, yet our business achieved much.

Best way someone could compliment you?
Say that I am conscientious and highly effective.

Most challenging part of your job
Communication with different people in this business in order to learn what they are thinking.

Of what accomplishment at work are you most proud?
I have participated in the planning and organization of ATCA Telecom Summit since 2006 and achieved remarkable results.

Best piece of advice you've ever received
Accomplish whatever you need to do now and then think about others.

Outside interests
Reading and swimming.

Your idea of a perfect day alone?
Reading quietly while drinking a cup of green tea.

Manager's profile
"Cai Jun graduated from the Tsinghua University, the No.1 university in China. He is diligent, dedicated and loyal to our company and an expert in telecom media."
— *Jiang Yanqing, publisher, Telecom World*

for fun

off line

Congratulations to all our enthusiastic caption contributors. Winner **Dave Reinsel** will have his choice of an official "Off Line" t-shirt or a copy of Rich Tennant's most recent book of cartoons, *Downloaded*. The honorable mention winners below will also receive prizes.

Honorable mentions

Harriet and Bernie are in silent prayer hoping to free Windows Vista from its remaining evil spirits.
Simon Salamon *IDC New York*

"There must be an easier way to back up this data. Apparently, Gregorian chanting and a working knowledge of Latin isn't going to cut it."
Siobhan Cole *IT World Canada*

"'Exorcism For Dummies' said this ceremony would rid the computer of all Vista demons."
Tracy Floyd *IDC*

"Mr. Ballmer, I'm just not sure this will solve our Vista problem."
Lewis Ward *IDC*

"Even the circle of trust won't bring this baby back!"
Sandy Weill *Computerworld*

"It's been three hours and $500...I am starting to think Seance.com might just be a scam."
Rich Green *IDG List Services*

"Betty, I get the feeling we shouldn't have called 666-6666 for technical support."
Marc Meloche *IT World Canada*

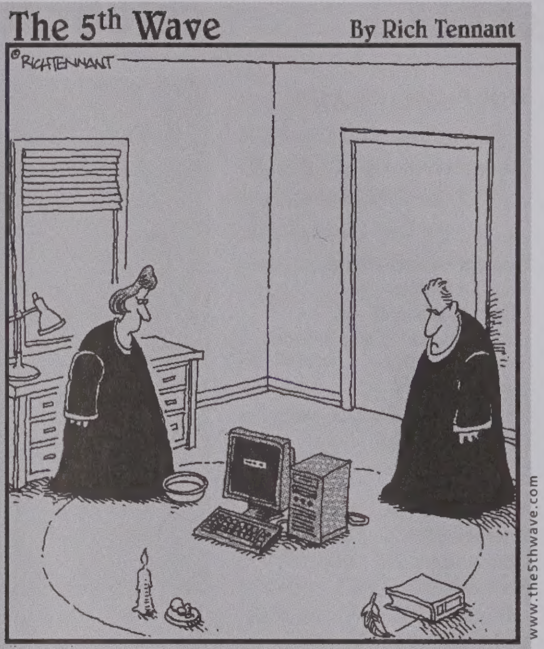
Vista has relegated Windows-based PCs to the center of devil worship.
Jerry Weltsch *IDC*

"They said the new guy keeps a low profile."
Jane Jordan *IDG*

"Albus, you old fool! Pentagram – not Pentium – Pentagram!"
Helen Flagg *IDG List Services*

Why wait? Get World Update via PDF

IDG employees can receive IDG World Update as a PDF file via e-mail. To request this service, write to world_update@idg.com. Current and archived PDFs are also available for download in the World Update section of IDG Central (http://www.idgcentral.com).



"Nope, still got the blue screen of death...now what?"
Dave Reinsel *IDC*

Rich Tennant's original

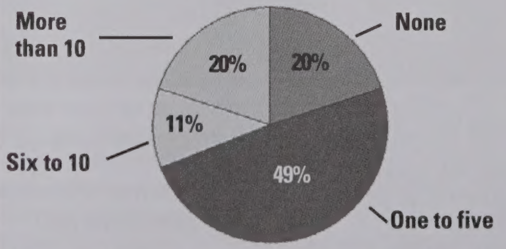
"We should cast a circle, invoke the elements, and direct the energy. If that doesn't work, we'll read the manual."

Passes available for Boston Museum of Science, Aquarium

Don't forget: IDG has a limited number of passes available to employees for the Museum of Science and the New England Aquarium. You may request up to four passes for either venue. Anyone from the Boston area or those planning to visit may contact the IDG World Update editors at world_update@idg.com. Please give us your name, business unit address and number of passes you would like to receive. The passes are good through September and November 2009, respectively.

Question of the Week results for Dec. 1

How many photos of family/friends do you have in your work space?



Log on to www.idgcentral.com to vote on this week's question: How many text messages do you send monthly?

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Sverker Brundin *Computer Sweden*
Ricardo Castro *PC World Mexico*
Jan Horsager *IDG Denmark*
Helle-Lise Kaptain *IDG Denmark*
Søren Queitsch *IDG Denmark*
Karen Ren *IDG China*

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 Web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG also publishes more than 300 magazines and newspapers in 85 countries. IDG's media brands include CIO, CSO, Computerworld, GamePro, InfoWorld/TechWorld/TecChannel, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, E for All, Storage Networking World and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events. More details at http://www.idg.com.

IDG WorldUpdate

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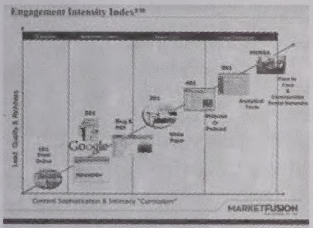
PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

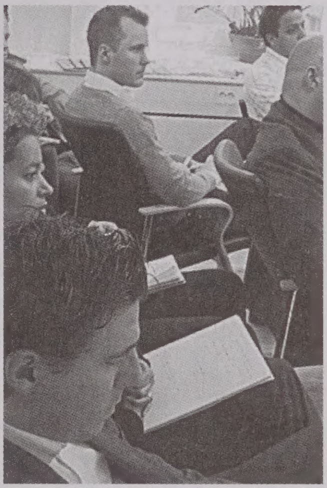
2008: An IDG global retrospective

JANUARY



IDG Communications launches Market Fusion, a premium lead generation service built on groundbreaking research conducted by IDC that analyzes the information needs of corporate technology buyers as they move from consideration to purchase of products and services.

IDG Chairman **Pat McGovern** becomes the first foreigner to win the International Investment Achievement Award at the CCTV 2007 China Economic Leadership Award ceremony in Beijing. Honored for his contributions to China's information technology and venture capital industries, McGovern accepted the award during his 102nd visit to China at a ceremony that was broadcast live nationwide.



IDG Sweden fills a slow New Year's week with an extensive internal training program. Employees were able to choose from among 20 classes taught by both in-house experts and external trainers on a range of topics including Web content management, direct marketing, Excel, Adobe InDesign and time management. More than 165 of IDG Sweden's 220 employees attended at least one class during the three-day program.

> *"We know that by now consumers spend more time on the [illegible]ernet than watching TV, and online advertising spending has not kept up with this development. That means there is a huge potential for growth in online video ads."*
>
> *— Karsten Weide, program director, Digital Media and Entertainment, IDC*

In the news:

Oracle buys BEA for $8.5 billion

Attendance at the 24th Macworld Conference and Expo is up 10% over last year's figure and exhibitors are up 20%. Above, PC World's **Chris Manners** and **Narasu Rebbapragada** film a segment on the MacBook Air for the PC World site.

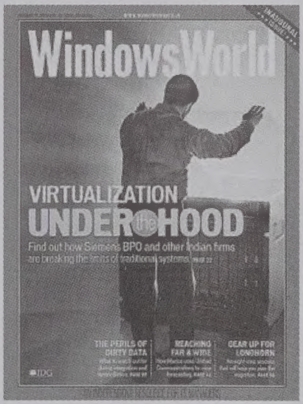
10+ years

Laura Kunzmann, 29 • Renee Pierce, 26 • Bernd Weeser-Krell, 26 • Thomas Bergerskogen, 24 • Lee Doyle, 24 • Mark Winther, 24 • Grazia Rovati, 24 • Rebecca Segal, 23 • John Gantz, 23 • Ruth Bell, 23 • Paul Bonarrigo 23 • Brad Thorpe, 22 • Anne-Lise Wang, 21 • Veronique Arene, 21 • Jean Bozman, 21 • Claudette Sears 21 • Mary Wardley, 20 • Ursula Nadador, 20 • Katalin Kopácsi, 20 • Deborah Vozikis, 20 • Robert Brown, 20 • David Emberley, 19 • Zsóka Egyed, 19 • Miriam Karlin, 19 • Amy Hanania, 19 • Ken Fuller, 19 • Birte Holm Matsen, 19 • Per Andersen, 18 • Sylvie Merkling, 18 • Imre Birkus, 18 • Lillian Richard, 18 • Marcel Warmerdam, 18 • Tomas Zim, 17 • Kazimierz Szot, 17 • Claudia Voelk, 17 • Jennifer Schlee 17 • Morten Christensen, 16 • Donald Young, 16 • Gary Koch 16 • Curtis Price, 15 • Randi Siegal, 15 • Barbara Kitzis, 15 • Eric Prothero, 15 • Malgorzata Chwaszczewska, 15 • Wieslaw Pawlowicz, 15 • Shane Rau, 15 • Laura Nurzynski, 15 • Piyush Singh, 14 • Jerzy Krupinski, 14 • Edyta Al-Tawil, 14 • Cathy Garland, 14 • Andrea Kirchmeier, 14 • Stan Erhart, 13 • Diane Ryczek, 13 • Mustafa Mustafa, 13 • Lorena Vega, 13 • Natalia Vega, 13 • Yvonne Kappel, 13 • Krzysztof Frydrychowicz, 13 • Wojciech Raducha, 13 • Tomasz Janos, 13 • Eric Owen, 13 • Nancy Taylor, 13 • Patty Chisholm, 13 • Jeannie Button, 13 • Paul Krill, 13 • Robert Gleason, 13 • Richard Bailey, 13 • Anders Danielsson, 12 • Cecilia Asplund, 12 • Maciej Obuchowicz, 12 • Przemyslaw Gamdzyk, 12 • Cheryl Roy, 12 • Junichi Saeki, 12 • Frank Coelho, 12 • Christine Kohn-Meier ,12 • Sabine Prehl, 12 • Bruno Voelk , 12 • Claudia Pielen, 12 • Emanuela Cella, 12 • Lene Winther, 11 • Henrik Sorin, 11 • Mathew Heath, 11 • Brian Pearce, 11 • Enkutatash Gubaie, 11 •Keith Shaw, 11 • Carlos Cid, 11 • Andreas Frenzel, 11 • Christopher Murphy, 10 • Deanne Hart, 10 • Stephen Minton, 10 • Ulrika Halvarsson, 10 • Manuel Pastor, 10 • József Samu, 10 • Vaclav Maletinsky, 10 • Jaroslaw Gorczycki, 10 • Dorota Pozarowska, 10 • Deanne Hart, 10 • Ann Bednarz, 10 • Markus Schelhorn, 10 • Kevin Ebmeyer, 10 • Michael Barbato, 10

> *"IGS has put together a terrific program, and the client has been very pleased. This effort is an excellent demonstration of IDG's global reach in working with clients such as Cisco."*
>
> – Bob Carrigan, CEO, IDG Communications

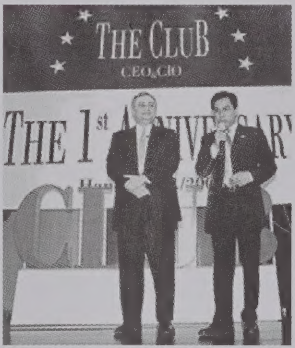
*IDG World Expo CEO **Mary Dolaher** (center) is one of six women honored in American Business Media's first awards program designed to recognize leading female executives in business media. On hand to congratulate her was Computerworld and InfoWorld President & CEO **Matt Sweeney**.*

InfoWorld Mexico begins transition to CIO Mexico to better serve reader needs.


WindowsWorld
VIRTUALIZATION
UNDER the HOOD
Find out how Siemens BPO and other Indian firms are breaking the limits of traditional systems

IDG India launches independent bimonthly Windows World title catering to the 90% of IT managers in India's enterprise organizations who use the Microsoft platform. Although Microsoft will have no editorial review or approval authority, it will nevertheless underwrite the bulk of the production and distribution costs for the publication's first year.

PC World announces "Dream PC" contest in which readers can enter to win a custom-built PC, designed by the publication's editors and valued at nearly $31,000. The contest, modeled on a similar effort by PC-Welt in Germany, is expected to generate thousands of leads for the company.



*IDG Vietnam celebrates the first anniversary of its CEO&CIO Club. The club currently has approximately 140 executive-level IT professionals as members, many of whom attended the dinner celebration at the Intercontinental Hotel in Hanoi, with entertainment provided by the Hanoi Philharmonic Orchestra. Above, IDG Vietnam and Indochina Managing Director **Tam Le** introduces IBM Senior VP Stephen Mills.*

Now in its 18th year, Network World's DEMO conference continues to define the latest technologies and technology trends of the future. This year's edition featured streaming video of new product introductions, the debut of a relaunched DEMO.com Web site and an exclusive partnership with The Wall Street Journal.

CXO Media begins experimenting with social networking platforms, launching the CIO Forum on Facebook. The community is dedicated to enhancing the careers of IT and business executives and managers.

*IDG Global Solutions manages Cisco Networkers Innovation Awards program for fourth consecutive year. IGS' **Lisa Glover** and IDG Communications CEO **Bob Carrigan** (r) pose with Cisco Systems' Mike Pilbeam.*

IDG India organizes a custom roundtable event for Nortel.

***Michael Gerard** and **Cindy Borovick** win IDC's prestigious annual James Peacock Memorial Award for research excellence.*

*IDG's Belgian publishing partner, Best of Publishing, holds the sixth annual Channel Awards in Brussels. More than 250 VIPs from the Belgian channel industry cheered the 15 winners, one of whom is pictured above with Channel World Editor **Jans-Frans Lemmens** (right).*

Nineteen IDG managers attend IDG's semi-annual Management Excellence Program.

Network World launches the monthly online ITiki Marketing Newsletter to offer 6,000 IT marketers information on how to better reach IT professionals as well as news about marketing trends and forecasts and useful on-the-job tips.

CXO Media employees volunteer to read to elementary school children as part of a weekly Everybody Wins! Program designed to foster a love of reading in low-income students.

FEBRUARY

Five IDG media brands — Computerworld, CIO, CSO, PC World and Network World — garner a total of 15 finalist selections in the 54th Annual Jesse H. Neal National Business Journalism Awards, the industry's most prestigious and sought-after editorial awards.

Four-year veteran **Louis D'Mello** takes over at IDG India following founding President Bringi Dev's decision to return to his previous career interests in education and consulting.

Some 120 individuals representing 26 countries attended the one-day European Online Meeting in Prague to gain the informa[illegible]n, tools and contacts that will help them build better Web platforms and lead generation businesses.

IDG Entertainment launches second edition of its Wii Gamers' Guide. The 96-page issue will be sold in major retail outlets in the U.S. through May.

PCWorld.com launches its [illegible]t editorial webinar, "Securing Your Mobile Devices." The webinar generated some 200 leads for the sponsor CDW.

In the news:

Microsoft launches unsolicited bid for Yahoo

"한국 IT산업 투자효율 브릭스 능가"

IDG Chairman **Pat McGovern**'s visit to Korea draws coverage from close to a dozen media outlets, including this item from ET News, in which McGovern noted he plans to increase the $100 million investment he made in IDG Ventures Korea in 2007 to $350 million in the next four years.

Computerworld holds four virtual events this year, including Data Center Directions with CXO Media. The one-day live events are then available on demand for a period of several months.

*After organizing the European Online Meeting in Prague, **Karsten Bundgaard,** marketing director at IDG Denmark, hopped on a plane and headed to Tanzania to climb to the top of Africa's tallest peak (5,850 meters) Mt. Kilimanjaro, CW Denmark in hand.*

InfoWorld launches an online petition drive to convince Microsoft to delay its plan to cease sales of the Windows XP operating system. Close to 100,000 readers sign the petition in its first month.

Taking a page (and the idea for the Countdown to June 30 widget) from InfoWorld's Save XP campaign, ComputerWorld Canada launches its own petition at SaveXP.ca. The petition collected hundreds of signatures in its first week.

The IDG News Service launches a weekly video feature highlighting global IT news. Each five-minute episode is hosted by Online Video Producer **Nick Barber** and posted on the News Service site Thursday evenings for worldwide availability Friday morning.

Kyu-Hwang Yeon named new general manager at IDC Korea. Yeon was previously managing partner of Gartner Consulting in Seoul.

10+ years

Pat McGovern, 44 • Gunnar Lindberg, 34 • Diane Martin, 31 • Karen Weston, 27 • • Linda Gorgone, 22 • Penny Stevens, 21 • Nina Mattsoff, 21 • Paul Mercer, 21 • Gregg Pinsky, 20 • Laura Sears Brady, 20 • Clare Huang, 20 • Katalin Kopácsi, 20 • Zsóka Egyed, 19 • Lucy Chaudhuri, 19 • Uschi Istavrinos, 19 • Graham Penn, 18 • Alvaro Morenes, 18 • Györgyi Birkus, 18 • Imre Birkus, 18 • Thomas Wilms, 18 • Patricia Smith, 18 • Reinhard Prasse, 17 • Jacqueline DiBianca, 16 • Anders Lotsson, 16 • Michalina Nowakowska, 16 • Elga Legranzini, 16 • Scott Lum-Duenas, 15 • Diane Hacker , 15 • Joan Kelliher, 15 • Doni Moore, 15 • Elana Varon, 15 • Joe Mola, 14 • Maria Freiria, 14 • Jennifer Koppy, 14 • Yukimi Chiba, 14 • Lisa Nilsson, 14 • Peter Vermeulen, 14 • Julie Lynch, 13 • Julie Boudreau, 13 • Barbara Simon, 13 • Natalie Eisner, 13 • Gina Rowles, 13 • Karin Myrén, 13 • Hans Jørgen Christiansen, 13 • Jozef Muszynski, 12 • Oscar Garcia, 12 • Christina Josefsson, 12 • Claudia Cavalleri, 12 • Silvia Santi, 12 • Rajnish Arora, 12 •Carlos Chenel, 12 • Thomas Cloer, 12 • Kathy LaPorte, 12 • Enrico Zambetta, 12 • Elliott Kirschling, 11• Sharon Machlis, 11 • Patricia Josefek, 11 • Nard Schreurs, 11 • Rafal Dudkin, 11• Sandra Rogers, 11 • Jerry van Ommeren, 11 • Nicole Comiskey, 11 • Nobuo Iehara, 11 • Sascha Alexander, 11 • Thorsten Eggeling, 11 • Matt Duffy, 10 • Kate Zinn, 10 • Thomas Pedersen, 10 • Christian Moeller, 10 • Jeff Coles, 10 • Arnold Diepenheim, 10 • Johan Moberg, 10 • Peter Bradley, 10 • József Samu, 10 • Beth Ramistella, 10 • Rick Sandoval, 10 • Agnieszka Switkowska-Kreczmar, 10 • Antoni Bielewicz, 10 • Ellen Friedman, 10

> *"IDC is a very entrepreneurial company with customer needs driving product innovation; we have many new and updated 2008 products in our offerings at the country, regional and worldwide levels."*
>
> *— Kirk Campbell, President & CEO, IDC*

"[Facebook] is an important initiative because this is where our audience is, and it is a new channel marketers can use to reach them. It is essential for our continued success to experiment with these new mediums."

— Michael Friedenberg, president and CEO, CXO Media

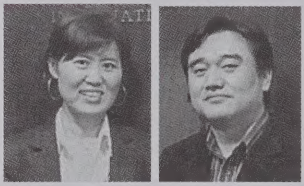
IDG publishing partner ComparHaut launches PCWorld.fr in France. Above, developers **Frederic Salley**, **Gregoire Robin** and **Olivier Pousset** built the site.

IDC eXchange

IDC YouTube channel promotes the growing array of video content on IDC SVP and Chief Analyst **Frank Gens**' blog, IDC eXchange. The links between the YouTube channel and the IDC eXChange blog have boosted traffic to the IDC.com site.

*IDC Korea celebrates its 10th anniversary with a client reception at the Coex Intercontinental Hotel in Seoul, which was attended by many of the company's 29 employees as well as IDC President and CEO **Kirk Campbell**, IDC Senior VP International Business **Philippe de Marcillac**, **Duk-Hwan Oh** and **Sung-Tae Jin** from IDG Ventures and 10 of the company's key customers.*

IDG relaunches The Industry Standard as an online-only brand. The six-person team, which includes VP/General Manager **Derek Butcher** and Managing Editor **Ian Lamont**, report to **Matt Sweeney**, who also heads up Computerworld and InfoWorld.



IDG commits to large-scale investment in the conference and online media business in Korea with the opening of a new IDG Korea office in Seoul. VP/Conference & Events **Katherine Park** and VP/Online Media **Won-Sang Cha** will lead their respective groups.

MARCH

IDG World Expo announces plans to launch REVEAL Los Angeles… The Fashion & Design Event in March 2009.

*Dell and IDG team up to organize an IT Energy Efficiency Summit in Washington, D.C., and London to explore the issues and opportunities CIOs and IT decision makers face in making their organizations' computing and electronic infrastructure as energy efficient as possible while maintaining a competitive advantage. Above, CIO U.K. Online Editor **Mark Chllingworth** (center) and Computerworld U.K. Editor **Mike Simons** (right) speak with an attendee.*

IDG's four-day European Media Management Institute brings together top IDG contributors from 10 business units throughout Europe for an in-depth look at IDG's business from a functional and operational perspective.

IDG India initiates a series of university recruiting visits with the aim of attracting bright, young, energetic journalists to the company. Interested students sat for a written test, group discussions and interviews.

Michael Hermann tapped to succeed **Gebhard Osterwalder** as country manager of IDG Switzerland. Osterwalder, the founding country manager, retired after nearly 23 years with the company.

IDG Director, Training and Development **Laurie Butson** launches a new blog on IDG Central to keep employees up to date with training opportunities at IDG. Her blog joins several other employee-written blogs on the intranet.

Two IDG Norway employees — Editor **Kjetil Fjellmann** and Sales Manager **Kjell Klausen** — run thriving online bookstore with a catalog of 500 IT titles.

10+ years

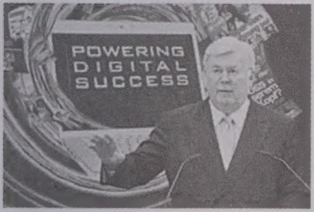
John Dix, 28 • Fernando Moran 26 • Terry Lee, 23 • Eleni Brisbois, 21 • Richard Villars, 21 • Fatima Ruiz, 19 • Martin Fältström, 19 • Judy Bonasoro, 19 • Kirsten Højrup Petersen, 19 • Uschi Istavrinos, 19 • Thomas Wilms, 18 • Istvan Biro, 18 • Sara Messmer, 18 • Don Tennant, 17 • Kriszta Selmeczi, 17 • Reinhard Prasse, 17 • Anders Lotsson, 16 • Michalina Nowakowska, 16 • Elga Legranzini, 16 • Robert White, 16 • Elizabeth McPherson 16 • Michael Cooney, 16 • Bridget Cammarata 16 • Maggie Murphy 16 • Lisa Golden, 15 • Marie Söderqvist, 15 • Eva Pechova, 15 • Klaus Breu, 15 • Jaikumar Vijayan, 14 • Stefan Kaczmarek, 14 • Gisela Wilson, 14 • Antonette Cutone, 13 • Andreas Bergsman, 13 • Hans orgen Christiansen, 13 • Mike Weigand, 13 • Jacki McDonald, 13 • Steve Fox, 13 • Camilla Lindvall, 12 • Carlos Chenel, 12 • Thomas Cloer, • Enrico Zambetta, 12 • Ephraim Schwartz, 12 • Alan Trang, 11 • Kevin Krull, 11 • Carl Olofson, 11 • Stig-Roar Martinsen, 10 • Mikael Ricknäs, 10 • Melanie Posey, 10 • Wayne Hetherington, 10 • Nicole Spitzauer, 10 • Ian Sharp, 10 • Jason Snell, 10 • Jamie Kalbach, 10 • Karen Cash, 10 • Jane Jordan, 10 • Denise Dubie, 10

InfoBriefs, animated features that explain key IT technologies contained in vendor white papers.

PC World VP/Editor-in-chief **Harry McCracken** named the winner of the American Business Media's Timothy White Award, which recognizes an editor whose work displays superior courage, integrity and passion. McCracken becomes the third IDG editor in four years to win the prestigious award.

[illegible] dominates the 54th annual Jesse H. Neal Awards with three brands capturing seven awards including the prestigious Grand Neal award. CSO, Computerworld and PC World were honored at the ceremony.

Network World kicks off its annual IT Roadmap Conference & Expo. The one-day multi-topic event will touch down in eight cities including Denver, Chicago, Boston, Atlanta, Seattle, Dallas, San Francisco, and Washington, D.C.

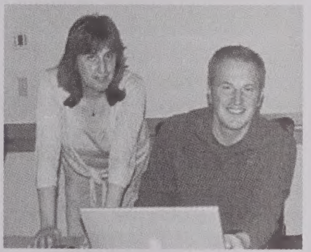


IDG Chairman **Pat McGovern** serves as the [illegible]ynote speaker at this [illegible]nth's FIPP conference in Berlin. His presentation was entitled Worldwide Business Opportunities for Digital Publishing.

Twenty-one staff members from Computerworld, CIO and the Online Publishing Group compete in an 11-game customized Jeopardy tournament as part of an ongoing effort to help staff from the different groups get to know each other.

PC World Vietnam wins third consecutive award for outstanding performance from the Ho Chi Minh City's Department of Science and Technology. The award recognizes exceptional profitability, contributions to society and revenue growth.

IDC stages the CIO Summit Dubai, an enormously successful event by all measures: attendance, revenue and media coverage. The invitation-only Middle East CIO Summit 2008 attracted more than 100 of the region's most influential CIOs as well as 18 partner companies eager to reach these key decision makers. Above, Abdulla Hashim , VP marketing Etisalat; ***Frank Gens*** *, senior VP & chief analyst, IDC;* ***Jyoti Lalchandani,*** *VP and regional managing director, IDC Middle East & Africa; and* ***John Gantz****, chief research officer, IDC, answer questions during a press conference for the CIO Summit.*



Computerworld's Online Managing Editor ***Sharon Machlis*** *rallies colleagues for an in-house training program. Machlis, pictured above with* ***Matt Goebel****, managing producer in the Online Publishing Group who taught a session on preparing video for Brightcove, conceived the idea for the Get Smart Fast about Online training series while attending the IDG Media Management Institute.*

CSOonline.com unveils redesigned site that not only serves its current audience better but features a realigned design and user interfaces that match "our evolving content strategy on the site," said **Martha Connors**, VP/general manager for Computerworld.com and CXO Online Media.

In the news:

Spam King pleads guilty

IDC's 43rd annual Directions conference showcases the company's expertise in analyzing the issues shaping the IT, telecommunications and consumer technology markets. Among those attending were IDG International Publishing Services CEO ***David Hill****, IDG Chairman* ***Pat McGovern****, IDG Communications CEO* ***Bob Carrigan*** *and Senior VP Sales and Marketing* ***Matt Yorke****.*

> *"Our core challenges are connected to evolving the organization and strategy to manage the decline of print profitability while unlocking the tremendous growth potential of online."*
>
> *— Mike Kisseberth, president and CEO, PC World and Mac Publishing*

> *"Another trend is the commoditization of lead generation at a time when it is more difficult to cultivate a customer relationship. We must attract new customers in incremental market segments within enterprise tech and build lead nurturing programs that allow us to work with key partners and prospects over time."*
>
> *— Matt Sweeney, president, CEO and publisher, Computerworld and InfoWorld*

InfoWorld produces Open Source Business Conference in San Francisco.

Computerwoche stages annual Jobs & Careers Forum at CeBIT. Long a focal point for visitors to Europe's biggest IT trade show, the 2008 edition was "the most successful in the last five years," said Computerwoche Publisher **Michael Beilfuss,** pictured above right with IDG Chairman **Pat McGovern** and IDG Business Secretary to the Publisher **Tanja Braun**.

IDG Sweden's newest event ,Grön Upphandling (Green Procurement) , got the royal treatment this month as Swedish Crown Princess Victoria Bernadotte presented the awards at the Stockholm conference focused on environmental considerations during the corporate purchasing process. Above, Crown Princess Victoria Bernadotte (center) stands between Miljöaktuellt Editor-in-chief ***Mikael Salo*** *(left) and Lars Parkbring, chairman of the board for IDG Sweden's event partner, Miljöstyrningsrådet. Representatives of the award-winning companies are at far left and right.*

IT News Info in France creates an innovative e-book series as a custom publishing project for Intel that introduces new content monthly at www.connectelive.fr.

IT News Info in France relaunches www.digitalworld.fr as a trendy digital entertainment portal that covers home, mobile and lifestyle topics.

Wayland Angels, an organization launched by IDC's ***Pam Washek*** *to assist families facing medical crises, receives attention in a national woman's magazine, Woman's World. Pictured with Washak (second from right) are colleagues and angel volunteers* ***Amy Hanania***, ***Rosemary Pickett*** *and* ***Helen Flagg***.

IDG U.K. launches www.macvideo.tv, a video oriented site offering a comprehensive information resource for professionals who use Macs to create videos.

IDG launches the IDG TechNetwork, an advertising network that aims to aggregate high-quality independent IT sites and represent them to technology marketers who are eager to reach those specific audiences.

IDG Vietnam organizes the second annual Security World Conference & Showcase in Hanoi, the largest and most influential event of its kind in Vietnam.

IDG Sweden launches site for women who work in or are planning to enter the IT and telecommunications industry. Women in IT (http://it-tjej.idg.se) includes interviews with female executives, news stories, columns, forums, blogs and polls all focused on IT business, career issues and networking.

By refocusing the audience and content positioning of SaaScon, its software-as-a-service event, Computerworld discovers a recipe for attendee and sponsorship success. CW Executive Editor, Events and National Correspondent ***Julia King*** *hosted a session that featured THINKstrategies' Jeff Kaplan.*

APRIL

Bob Carrigan adds global responsibilities with his promotion to CEO of IDG Communications worldwide. In this expanded role, Carrigan will oversee IDG's media operations, including online, print and events, in 85 countries around the globe.

In the news:

Microsoft's OOXML gets international standards nod; IBM, Sun fume

IDG Entertainment Multimedia Producer ***Christoph Klapetek*** *and GameStar Germany Editor* ***Hendrik Weins*** *host the weekly 20-minute Server Down Show on www.gamestar.de, which focuses on massively multiplayer online games. A new episode debuts each Wednesday morning at 2:00 a.m., which is the same time that Blizzard Entertainment shuts down its World of Warcraft servers for weekly maintenance.*

PCWelt.de expands video content for visitors by teaming up with another German Web site to offer the latter's user-made screen casts of how-to's and workshops for popular software programs.

PC-Welt adds video product reviews to its online test center area.

IDG Norway introduces www.macworld.no to capitalize on the growing interest in all things Apple, well in advance of the introduction of the iPhone to Norway in July.

IDG, IDC team up to sponsor dinner meeting for key clients and agency executives. Above, CXO Media President and CEO ***Michael Friedenberg*** *(l) chats with Michael MacDonald, president, Marketing Operations, at Xerox.*

Nineteen managers from 17 business units in eight countries recently set aside their daily responsibilities to delve into the strategic issues and leadership challenges facing IDG at the IDG Global Media Institute.

The first annual Vietnam Consumer Electronics Expo and Conference draws more than 130,00 visitors to Hanoi. Canon, Intel and Panasonic were among the companies occupying some 200 booths.

The Computerworld, CXO Media and InfoWorld Online Publishing Group makes a significant commitment to the creation of high-quality online video content with the opening of its new multimedia studio in Framingham. The five-person staff, headed up by Executive Producer ***Terri Sanford-Cook****, (left) all hail from broadcast television backgrounds.*

IDC's first ASEAN Directions event, held in Kuala Lumpur, garners a flurry of local media coverage that helps strengthen the company's position as the premier IT market intelligence provider in the region.

IDG Hungary holds its biggest chief information officer conference ever and announces the third annual Chief Innovation Officer Awards.

IDG Chairman ***Pat McGovern*** *served as featured speaker at this month's Breakfast with a Leader program sponsored by the Magazine Publishers of America and held at New York's University Club. Above, McGovern with MPA President and CEO Nina Link.*

10+ years

Bjørg Elin Brodersen, 24 • Valerie Sanclemente, 24 • Penny Winn, 24 • Dolores Hermosell, 23 • Ramon Nacenta , 23 • Judit Fülöp, 22 • David Bromley, 22 • Magdalena Koch, 21 •Stephen Tozeski, 21 • Kirk Campbell, 20 •Peter Gruber, 20 • Rick Pastore, 20 • Sue Yanovitch, 19 • Denise Haines, 18 •Simone de Bruin, 18 • Hans Koeniges, 18 • Setsuro Tamai, 18 • Susanne Kirmaier, 18 • Andrea Piontek, 18 • Christoph Burkhart, 17 • Claudia Dudkin, 17 • Heidi Broadley, 17 • Krisztina Havadi, 16•Ruth Sager, 16 • Derek Slater, 16 • Christian Christiansen, 16 • Andrea Weinholz, 15 • Doreen Francy, 15 • Fredrik Agrén, 14 • Henry Morris, 13 • Lucy Docherty, 13 • Christian Meyer, 13 • Madeleine Bonk, 13 • Sebastian Hirsch, 13 • Brian Kornegay, 13 • Martina Reger-Voelzing, 13 • Naoyuki Sakai, 13 • Adam Jadczak, 12 • Viktor Falkteg, 12 • Petra Beck, 12 • Satoshi Yoshida, 12 • Daoud Arezki, 12 • Andreas Koschinsky, 11 • Elisa Della Rocco, 11 •Yoshiko Mimura, 11 • Paolo Lombardi, 11 • Katarina Strömberg, 11 • Dawnette Gordon, 11 • Jerry Yang, 10 • Magnus Müller, 10 • Roland Wiltscheck, 10 • Peter Mueller, 10 • Gunnar Lott, 10 • Joanna Nilsson, 10 • Cheryl Quinn, 10 • Daniel Cardamone, 10 • Daniel Behrens, 10 • Henrik Almén, 10

MAY

CIO.com launched IT Drilldown, a service-oriented microsite that offers a variety of information resources for IT decision makers and influencers at medium- to large-size companies who are in the middle of the buying process.The first site focused on virtualization.

Audience development blog goes live on IDG Central. **Sean Nakamura**, director of audience development and Web analytics at the Online Publishing Group, and **Alexa Wriggins**, director, online marketing at PC World and Macworld, will help keep colleagues up to date with what's new in audience development at IDG.

Computerworld and InfoWorld co-produce the first Tri-State CIO Forum for more than 400 C-level technology executives in the New York City area. Above, Computerworld Executive Editor, Events and National Correspondent ***Julia King****; Computerworld VP, Event Marketing and Conference Programs* ***Derek Hulitzky*** *and InfoWorld Events VP* ***Jill Martay****.*

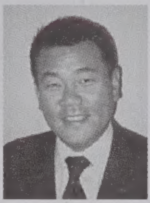
CIO, Computerworld, InfoWorld and Network World are included on BtoB magazine's annual Media Power 50 list, a ranking of the top 50 business-to-business media venues in 2007.

> *"What struck a chord with me is the vast array of resources — people, knowledge, expertise — and the generosity and willingness to share information available within IDG.*
>
> —Julia King, executive editor/ events and national correspondent, Computerworld, commenting on April's Global Media Institute

JUNE

> *"We have done a good job of building excellent destination sites, but we need to do a much better job of thinking 'beyond our borders' if we want to continue to grow audience."*
>
> *— Bob Carrigan, CEO, IDG Communications*

CIO.com is the first IT media brand to partner with LinkedIn to offer its audience several new services that will enhance their ability to connect and network with peers. Online readers can see who they're connected with at the companies CIO writes about and at the events CIO hosts.



Computerworld wins an award for best Online Media Kit at the American Business Media Achievement Awards in New York City. IDG Corporate Sales VP/Business Development **Charles Lee** is a finalist for Custom Media Innovator of the Year.

Banking Vietnam 2008 continues the growth trend set by its six predecessors, doubling in size from last year's event and drawing more than 1,000 conference attendees and 2,000 exhibition visitors.

Digital Media veteran **Peter Longo** is appointed to the newly created position of CEO IDG Syndication and Networks.

Tom Pimental, director of product development for Computerworld, CXO Media and InfoWorld, launches "Driving Innovation" blog on IDG Central to share online product development insights.

*IDG Sweden's PC for Alla donates $25,000 to a United Nations project that supports renewable energy projects in Tanzania. The contribution came from the magazine's 1 krona donation for every issue sold on the newsstand following a price increase last year. Above, PC för Alla Editor-in-chief **Fredrik Agren** (l) presents a check for $25,000 to Bonian Golmohammadi, secretary-general of the United Nations Association of Sweden.*

Macworld and PC World take home Maggie Awards. Macworld was honored for Best Single Editorial Illustration and PC World won for Best Web Article.

In the news:

HP makes $14 billion deal to buy EDS

Computerworld and nfoWorld CEO and president **Matt Sweeney** is among 15 media executives named to BtoB's annual Top Innovators list.

Online Publishing Group launches a series of day-long SEO Summits to explain the benefits of search engine optimization to key constituencies at the business units. The first summit took place at CXO Media.

IDG India creates a custom event for HP and Indian auto industry CIOs that not only garners enthusiastic praise from attendees and HP but wins an award in HP's internal worldwide best practices contest.

*Network World Multimedia Editor **Jason Meserve** (l) and Programming Director **Keith Shaw** used the Interop show in Las Vegas to introduce the Networkworld.tv brand. The pair produced a total of 41 video interviews over the course of the three-day show.*

PCWorld
25 Vite PCWorld
IDG
Gjërat më të Mira Falas në Internet
50 Vizionarët më të Mëdhenj të Erës Informatike
150€

PC World Albanian debuts for readers in Albania and Kosovo.

*IDG named to Boston Business Journal Best Places to Work in Massachusett list for fourth consecutive year. **Annmarie Allen**, **Piper Sheer** and **Debbie Bernardi** show off the award.*

IDG Denmark creates new revenue stream, delivering content to the Technology section of Denmark's biggest b2b2 site, epn.dk.

10+ years

Christian Mahler, 28 • Michelle Reyes, 25 • Diane LaLumiere, 23 • Stephen Lennox, 21• Michael Deutsch, 21 • Mary Boone, 21 • Anthoula Andrisani, 20 • Vicki Peilen, 20 • Crawford Del Prete, 20 • Brian Clarke, 19 • Basilio Rodriguez, 19 • Kim Nash, 19 • Gunn Felldal, 18 • Philippe de Marcillac, 18 • Adele Lee, 18 • Ruggero Vota, 18 • Mandy Tse-Wong, 18 • Nilde Meregalli, 17 •Paula DeMeo 17 • Christopher Norman, 17 • Kimberly Brinson, 17 • Claus Egge, 17 • Mandie Johnson, 17 • Megumi Okamoto 17 • Agnes Hejjas, 17 • Nancy Jonathans, 16 • Masato Tsuchiya, 16 • York von Heimburg, 16 •Rosa Guerinoni, 16 • Kira Pointer, 16 • Malgorzata Brudniak, 15 • Zdena Vratislavova, 15 • Julia King, 14 •Nieves Santana, 14 • Jim Sullivan, 14 • Elisabeth Rainge, 14 • Jeroen den Haan, 13 • Klaus Krabbe, 13 • Michael Goldberg, 13 • Wolfgang Leierseder, 13 •Nancy Koral, 13 • Tatiana Engurasoff, 13 • Mari Keefe, 12 • Cornelia Neft, 12• Tom Wailgum, 12 • Jim Wescott, 12 • Julie Ross, 12 • Shelley Aronson, 12 • Ann Hall, 12 • Albie Minkovitz, 12• Daniel de Blas, 12 • Robert Amatruda, 11 • Matthe Bennett, 11 • Malgorzata Kubecka, 11 • Pär Rittsel, 11• Michelle Fuller, 11 • Rocco Bortone, 11 • Wei Ming Xu, 11 • Stephen Drake, 11 • Toby Hurlstone, 11 • Barbara Hall, 10 • Paul Rooney, 10 • Ulf Helland, 10 • Tanja van Bladeren, 10 • Robert O'Donnell, 10

*Longtime IDG managing directors **Don Kennedy** (Australia), **Bengt Marnfeldt** (Sweden) and **Gebhard Osterwalder** (Switzerland) retire this year after a combined tenure of 70 years. Joined by their wives, the trio was honored at the European Managers Meeting in Helsinki.*

IDC Central Europe, Middle East and Africa steps up its event activities in Greece this year, most recently with the Storage, Virtualization and Green Data Center Roadshow.

*Third annual IDC IT Forum & Expo in Boston draws 650 IT and business executives, including 70 CIOs who participate in a highly interactive CIO Summit chaired by IDC Chief Research Officer **John Gantz** (left). Joining him are IDC CFO **Mark Sullivan**, keynote speaker Neil Armstrong and IDC Executive VP/Worldwide Research **Crawford Del Prete.***

IDC Nordic and IDG Denmark co-produce third annual CIO of the Year conference and awards.

Nine-year-old ITworld.com relaunched.

IDG Entertainment in Munich hosts its Making Games Conference, this year bringing together 150 readers interested in careers in the gaming industry with schools and companies looking for students and employees.

IDG and IDC runners participate in 3.5 mile JP Morgan Chase Corporate Challenge in Boston.

IDG launches the most comprehensive marketing program it has ever undertaken, a two-year partnership with chip manufacturer AMD that is designed to educate and drive product demand among enterprise and SMB IT decision makers. The centerpieces of the program are a Web site, www.accelerateresults.com, and a quarterly magazine.

THE COMPUTERWORLD
HONORS PROGRAM

The Computerworld Honors Program, which recognizes the significant role technology plays in benefiting society, marks its 20th anniversary in Washington, D.C. with special programs and ceremonies.

IDG celebrates 25-year partnership with its Finnish licensee, Talentum Media Oy, publisher of local editions of Computerworld, PC World and CIO.

NetworkWorld.com's popular series of live, hour-long text chat sessions reaches a milestone, when a discussion about counterfeit network gear reaches the capacity of 100 participants per session.

In the news: 3G iPhone debuts

GamePro Media signs co-marketing deal with Wikia, the commercial sister site of Wikipedia, which adds more than 8.6 million unique users and 300 million ad impressions per month to the GamePro network of sites.

Computerworld Italia's online site includes more opportunities for reader interactivity and a "time machine" with year-by-year IT highlights from past articles.

> *"Each IDG business unit should be actively involved in identifying how their audiences want to get mobile access to their information services."*
>
> – Pat McGovern, chairman, IDG

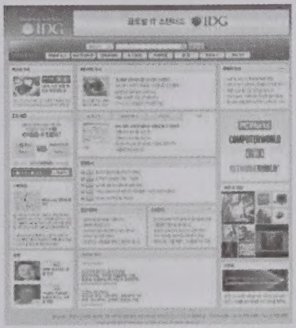
10+ years

Debra Sobin, 30 • Robin Robison, 28 • Matt Smith, 28 • Debbie Waters-Colacchio, 26 • Derek Hulitzky, 25 • Mitch Betts, 24 • Rick Buroni, 24 • Walter Kainz, 23 • Keith Arnot, 23 • Rudolf Schuster, 23 • Martin Hingley, 22 • John Robison, 22 • Pim Bilderbeek, 22 • Ken Hoyt, 22 • Kim Schuberthan, 21 • Gary Anthes, 21 • Susanne Kratoschka, 21 • Imtrud Schaefer, 21 • Lottis Bergsson, 20 • Harald Brechtl, 20 • Jan-Bernd Meyer, 19 • Hans Simon, 19 • Janet King, 19 • Francisco Sanchez, 19 • Bea Horvath, 18 • Ica Rodriguez, 18 • Scott McLarnon, 18 • Julio Vial, 18 • Carel Schrama, 17 • Noboru Masuda, 17 • Torgeir Vikan, 17 • Agnieszka Cybulska, 16 • Marlene Bushbeck-Idlachemi, 16 • Stephen Lawson, 16 • David Francis, 16 • Maud Ann Sarde, 15 • Thomas Winter, 14 • Jose Manzoni, 14 • Stephen Compton, 14 • MaryKay McIntire, 14 • Arantxa Garcia, 14 • Simon Jary, 13 • Monica Sambataro, 13 • Emmie Hung Clark, 13 • Jeroen de Jager, 13 • Diane Nadeu, 13 • Christine Rudalevige, 13 • Tony Olvet, 13 • Mans Klockar, 13 • Caryn Bousquet, 13 • Randy Giusto, 13 • Joan Young, 13 • Irena Gorian, 13 • Karen Blythe, 13 • Wolfgang Herrmann, 12 • Martin Seiler, 12 • Hans Ludwig, 12 • Sandrine Gissinger, 12 • Manuela Mancosu, 12 • Steve Traynor, 12 • Peter Tripodi, 12 • Johanna Ambrosio, 11 • Iver Gamme, 11 • Walter Mehl, 11 • Jacek Dudzinski, 11 • Gabriele Dineiger, 11 • Klaus Maurer, 11 • William Ganci, 11 • Jill Lim, 11 • Phil Odgers, 10 • Claudio Checcia, 10 • Sabine Wittmann, 10 • Andreas Kroschel, 10 • Izabella Milke, 10 • Yukari Nakayama, 10 • Amy Lynn Capistrano, 10 • Bronwyn Harrison, 10 • Mary Menendez, 10 • Pamela Geisen, 10 • Claus Mehus, 10 • Morten Kristiansen, 10 • Lance Castonguay, 10 • Bob Rawson, 10

JULY

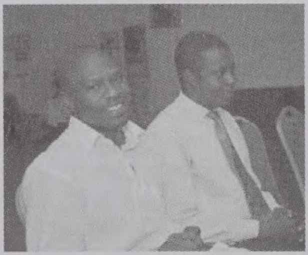
"Our track record of accuracy has expanded IDC's image among clients from our traditional role as the No. 1 provider of IT market forecasts to also being seen as a top provider of strategic market vision."

— Frank Gens, SVP and chief analyst, IDC



IDG Korea launches its online news service, www.idg.co.kr, the first phase of its Web development plans that includes a more robust IT tech portal by October.

IDG Research Services unveils redesigned Web site, www.idgresearch.com.



CIO Business World debuts in Ghana, under the direction of **Kofi Magesi**, CEO of licensee Techgov (left) and Editor-in-chief **John Yarney**.

ASBPE

IDG brands win 42 gold, silver and bronze awards in 39 categories from the American Society of Business Publication Editors. In addition, Computerworld.com wins Web Site of the Year, and Network World is named Multi-Platform Presentation winner. CIO and CSO are named top B2B magazines since 2000 and CIO.com top Web site since 2002.

CSO SECURITY AND RISK

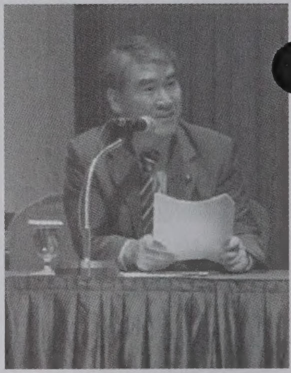
*Interested in learning more about new technologies and how to improve collaborative efforts, IDG Netherlands Senior Web Developer **Sander van der Graaf** (center) begins a three-month stay at the Online Publishing Group in Framingham, Mass.*

Country Manager **Lennard Hoogenraad** joins IDG Netherlands.

In the news:

Yahoo, Intel and HP form cloud computing labs

*IDG Chairma **Pat McGovern**'s visit to Vietnam includes stops at Vietnam Computer Electronics World Expo, an IDG Ventures Vietnam press conference and a meeting with Vietnam's minister of education and training.*



IDG Korea holds its first IDG-branded event, Convergence 2.0, as IDG Korea CEO **Duk-Hwan Oh** addresses the audience.

10+ years

Therese Bergstrom, 32 • Susan Searle, 24 • Craig Stedman, 23 • Wally Clegg, 22 • Karin Quack, 22 • Judy Callahan, 20 • Caroline Craig, 20 • Abbie Lundberg, 20 • Jeffrey Berlin, 19 • Carin Ståhl, 18 • Ornella Fusina, 17 • Debra Becker, 16 • Randy Perry, 16 • Loren Loverde, 16 • Doug Chandler, 16 • Quan Zhou, 15 • Peter Mayer, 14 • Paul Overhiser, 13 • Lorraine Rivell, 13 • Cheryl Giangregorio, 13 • Mary Cook, 13 • Kitty Fok, 12 • Rebecka Simon, 12 • John Radzniak, 12 • Steve Symonds, 11 • Janet Waxman, 11 • Rosemary Haworth, 11 • Davy Adams, 10 • Jean Gasbarro, 10 • Scholle McFarland, 10 • Kate Coldwell, 10 • Courtney Munroe, 10 • Meredith Whalen, 10 • Ron Glaz, 10 • Agata Mysluk, 10 • Elias Plastiras, 10

CXO Media kicks off its new one-year mentoring program with two 90-minute orientation sessions. More than 25% of the staff signed on as either mentors or mentees.

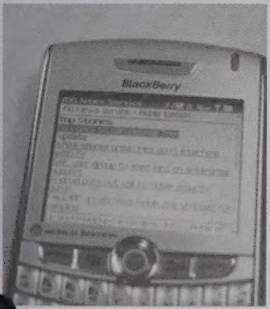
AUGUST

CIO Pakistan and its Web site are at the center of a launch event in Karachi that includes the first annual Technology Pioneer Awards and a networking dinner.

TecChannel IT Community (www.teccommunity.de) borrows a page from acebook in creating a ay for IT executives to share know-how and ideas with peers and stay current with industry developments.

In the news:

Estonia and Poland help Georgia fight cyberattacks



DG News Service creates an easy-to-view version of its site for mobile phone users at www.idgns.com/mobile.

IDG holds LinuxWorld Conference & Expo and Next Generation Data Center at one venue in San Francisco.

Revamped GamePro.com improves look and functionality.

Computerworld Norway Editor-in-chief ***Henning Meese*** *(right) and IDG Norway Vice President* ***Thomas Bergerskogen*** *(center) welcome one of the 300 high-level customers who attended a gala event to celebrate Computerworld Norway's 25 years of leadership in the local IT market.*

PC World renews its strategic content-syndication contract with MSN for two years. The plan promotes PCW's editorial content on MSN's Tech & Gadgets channel and drives traffic back to the PCW site.

10+ years

Heinz Zimmermann, 30 • Mary Fanning, 25 • George Sing, 25 • Carolyn Medeira, 25 • Kim Pennett, 25 • Tore Harald Pettersen, 23 • David Hill, 22 • Chris Cuoco, 22 • Sandra Kupiec, 21 • Roseann LaBruno, 21 • Nancy Sheehan, 20 • Michael Malone, 20 • Esther van Dijk, 20 • Brad Christensen, 19 • Heinrich Vaske, 19 • Simon Salamon, 19 • Sven-Erik Remmare, 18 • Lisa Ladle Wallace, 18 • Nancy Newkirk, 17 • Keith Henry, 17 • Kenneth Bäckström, 17 • Michael Wallace, 16 • Dag Inge Karlsson, 16 • Sally Hudson, 16 • Ola Fors, 16 • Michele Peoples, 15 • Carol Glasheen, 15 • Frank Froma, 15 • Lizah Aman, 14 • Anders Sjölander, 14 • Hakan Ogelid, 14 • Jeffrey Kuta, 13 • Ulla McGee, 13 • Danielle Levitas, 13 • Eric Knorr, 13 • Keith Kmetz, 13 • Mette Ahorlu, 13 • Christian Jahr, 13 • Franz Koivunen, 13 • Gemma Dietrich, 13 • Stefan Bohlin, 13 • Andrea D'Amato, 12 • Brian Kukowski, 12 • Melissa Gruber, 12 • Joel Åsblom, 12 • Junya Onuma, 12 • Maria Koprowska, 12 • Michael Cousins, 12 • Sandra Ng, 12 • Achim Schaefers, 12 • Rumi Nakano, 12 • Hiroko Ito, 12 • Jan Öhlund, 11 • Mark Hall, 11 • Cynthia Panzera, 11 • Sarah Cervin, 11 • Bing Zheng, 11 • Christopher Dawe, 11 • Jeffrey Caruso, 10 • Michele Putt, 10 • Christina Kenney, 10 • Anne Kittel, 10 • Marie Sörberg, 10 • Elzbieta Jezierska, 10 • Mariusz Mierzejewski, 10 • Bjørn Hemmingsen, 10 • Alain Petrissans, 10 • Andreas Perband, 10

PC for Alla concludes its three-month photo competition designed to boost online traffic. Among the people involved in the site's success (l-r): ***Fredrik Agrén****, editor-in-chief, PC för Alla;* ***Robert Ahlqvist****, sales manager, PC för Alla;* ***Pontus Jeppsson****, online business developer, IDG Sweden; and* ***Andreas Thors****, online editor, PC för Alla.*

Looking to create a new revenue stream during a the slow summer period, the first PC World Romania Technology Tour debuts as a week-long summer camp for university IT majors supported by 21 sponsors and partners.

Based on a weighting system developed by Macworld last year, PC World institutes a new method to deliver the most relevant and timely content to its readers while saving time and effort for editors.

Marketing managers **Mathew Heath** (IDC EMEA) and **Lay-Fang Tan** (IDC Asia/Pacific) co-produce the monthly Competitor Watch International, an e-newsletter that tracks more than 20 IDC competitors.

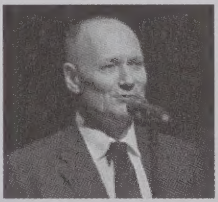
> *"With a combination of central and local relationships, IDG is often able to access budgets that wouldn't otherwise be available or before our local competitors have a chance to pitch for it."*
>
> *— Michael Mullaney, V.P./U.S. and APAC, IDG Global Solutions*

> *"I'm confident that when this negative economic cycle ends, IDC will be in a stronger market share position and that we will be viewed by even more of our customers as their trusted partner for finding the best opportunities and driving future success."*
>
> *— Kirk Campbell, president and CEO, IDC*

SEPTEMBER

DEMOfall08
The Launchpad for Emerging Technology

DEMOfall08 opens in San Diego, spotlighting the debut of never-before-seen technologies from 72 companies. More than 800 investors, venture capitalists, corporate development officers and entrepreneurs attend, as well as more than 100 journalists from three continents.



*IDG Poland Managing Director **Kazimierz Szot** welcomes more than 500 attendees to Computerworld Poland's 12th annual IT Leaders gala in Warsaw.*

***Rich Green** (IDG List Services), **Sharon Stearns** (IDG Connect), **Nick Pepper** (IDG Connect), **Maryann Doolin** (IDG List Services) and **Frank Cutitta** (IDG Connect), whipped up pizza and stuffed shells at a team-building activity for the Framingham, Mass., employees who report to **John O'Malley**.*

In the news:

Google launches Chrome browser

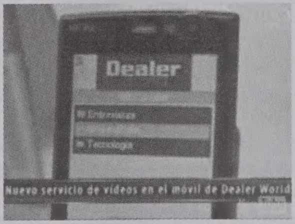
COMPUTERWORLD
GREEN IT SYMPOSIUM

Computerworld launches the Green IT Symposium in Washington, D.C., its first event on environmental issues related to computing.

10+ years

John Gallant, 25 • Cheryl Crivello, 24 • Mary Gibbons, 23 • Angele Boyd-Meyers, 22 • Kevin Greene, 21 • Paul Arabasz, 21 • Hilary Smith, 20 • Debra Bernardi, 19 • Tina Ölschlager, 19 • Asle Reium, 19 • John St. Martin, 19 • Colleen Beattie, 18 • Lennart Ekner, 18 • George Bulat, 18 • Thomas Roos, 18 • Maria Grazia Tripodi, 17 • William Bernardi, 17 • Simona Cattaneo, 17 • Jim Duffy, 17 • Rosemary Pickett, 16 • Donna Moschella Hopkins, 16 • Juan Melara, 16 • Maryse Gros, 16 • Hermann Apfelboeck, 16 • Josef Kreitmair, 16 • Alyson Morales, 16 • Carol Johnstone, 15 • Urszula Imbirska, 15 • Cheryl Talamini, 15 • Edith Hoellersberger, 15 • Kathryn Marston, 14 • Ruzena Holikova, 14 • Glenn Mosesso, 13 • Dan Miller, 13 • Aldona Rekawek, 13 • Jos Schong, 13 • Frank Hayes, 13 • John Daly, III, 13 • Dan Orum, 12 • Peter Holmgren, 12 • James Walker, 12 • Matt Hamblen, 12 • Serge LeBlal, 12 • Jana Jizbova, 12 • Jose Rodriguez, 12 • Steven Philipps, 11 • Andrzej Garwolinski, 11 • Marianne Kolding, 11 • April O'Connor, 11 • Joanna Tarnowska, 11 • Thomas Rau, 11 • Margit Rützel, 11 • Warren Childs, 11 • Arpad Palotai, 11 • Nancy Weil, 11 • Jun Kawahara, 11 • Tanya Braitchouk, 11 • Jennifer McKean, 11 • Barbara Hall, 11 • Agata Jaskiewicz, 10 • Sujay Bhattacharya, 10 • Bianca Aumeyer, 10 • Cord Moeller, 10 • Lotta Oldmark, 10 • Cararina Källström, 10 • John McNulty, 10 • Luis Ibarra, 10 • Stephen Clifford, 10 • Lloyd Kosh, 10 • Jenny Maurin, 10

Australian Reseller News' awards ceremony and banquet registers an increase in guests (520) and sponsors (18) over last year's debut event.

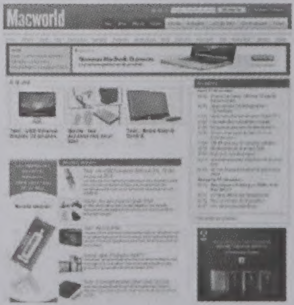


IDG Spain launches a free video service that lets users access video content across various IDG Web sites on their mobile phones.

Event planners from IDC, CXO Media, IDG World Expo, Network World and Computerworld invite representatives of major hotel chains to Framingham, Mass., to show them IDG's collective buying power.

IDG World Expo wins award from International Association of Exhibitors and Events for its promotional materials for Next Generation Data Center.

The 10th annual PC World Latin America Awards in Miami sells out its sponsorship program once again, drawing 150 agency and IT executives. Hispanic American Publishing Group President **Trino Ramos** (r) with an award winner.



After a four-year hiatus, the Macworld brand is back in France under the direction of license partner ComparHaut at www.macworld.fr.

*InfoWorld celebrates 30 years of tech expertise, trendspotting and buyer advocacy. Among the celebrants (l-r): CW/IW President & CEO **Matt Sweeney**, IDG Communications CEO **Bob Carrigan** and CW VP/Marketing **Matt Duffy**.*

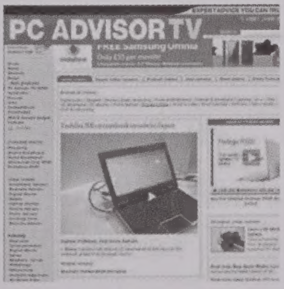
IDG World Expo wins advertising campaign award from American Business Media for its Macworld Expo campaign.

In conjunction with its two-day Vietnam ICT in Finance event, IDG Vietnam hosts the fourth annual CIO Conference & Awards in Hanoi. [illegible]G Japan Managing Director **Setsuro Tamai** (right) who spoke at the event, presents one of the awards.

IDG Chairman **Pat McGovern**, IPS President & CEO **David Hill** and Online Publishing Group CTO **Ray Anderson** are among the speakers at the International Federation of the Periodical Press (FIPP) B2B world conference in New York City.

In the news:

T-Mobile's Android phone goes on sale



IDG U.K. adds London-based Flixmedia's pool of more than 900 on-demand vendor product videos to the expert reviews and user videos currently offered on PC Advisor TV.

OCTOBER

Twenty consumer IT and gadget companies with innovative products to promote gather in London to show their wares to more than 100 journalists at IDG U.K.'s first evening-long Digital Winter event.

IDG's new publishing partner in Estonia, Kalev Media, co-brands its seven-year-old IT publication, Praktiline Arvutikasutaja, with the PC World name.

IDC Sales Director **Gary Nagle** (right) talks with David Brandt of Dell. at the 17th annual Global Research Advisory Council meeting in outside Phoenix. More than 100 of IDC's top-tier clients shared their thoughts about the company's products and services and learned about FY09 initiatives.

InfoWorld crafts a new mission statement and tagline ("How Technology Drives Business") which capture InfoWorld's emphasis on emerging technology used by business for competitive advantage.

10+ years

Maria Doehler, 28 • Nancy Mallette, 29 • Lloyd Cohen, 29 • Cheryl Podda, 24 • Nadine Pahus, 24 • Rune Antonsen, 21 • Terri Schafer, 20 • Frank Gens, 20 • Anne Nickinello, 19 • Marco Tennyson, 19 • Javier Rodriguez, 19 • Martin Wallström, 19 • Wilson Wan, 18 • Andrew Ware, 18 • Gerhard Holzwart, 18 • Hans Hausner, 18 • Stephan Scherzer, 18 • Duane Hampson, 18 • Stephen Fontaine, 18 • Steven Pelosi, 17 • Stefan Ueberhorst, 17 • Stephen Hendrick, 17 • Darren Whiteman, 17 • Corinne Huron, 17 • Luis Palacios, 17 • Yumiko Oshima, 17 • Maria Lindström, 16 • James Farley, 16 • Martin Kybal, 16 • Vera Batorova, 16 • Ahlert Hysing, 16 • Debbie Winders, 16 • Joe Loisell, 16 • Wlodzimierz Duszyk, 16 • Charlotte Kempe, 16 • Juergen Hill, 16 • Gunnar Astrup, 15 • Carolyn Johnson, 15 • William Manning, 14 • Gabriele Ehlers, 14 • Freeman Bradley, 14 • Sharon Stearns, 14 • Marcel Schaper, 14 • Wolfgang Sommergut, 14 • Heidi Schwab, 13 • Carol Zarrow, 13 • Gerda Tausch, 13 • Yasuhiro Watanabe, 13 • Beth Kamoroff, 13 • Jitka Vyhlidkova, 12 • Frank Johnsen, 12 • Lars Goransson, 12 • Raymond Boggs, 12 • Amy Bonner, 12 • Slawomir Kosielnski, 12 • Ursula Nehring, 12 • Mauro Buccola, 12 • Alejandro Garcia, 12; Luisa Gijon, 12 • Angel Gomez, 12 • Martin Canning, 12 • Ryuta Nasukawa, 11 • Mitchell Rose, 11 • Frank Nieman, 11 • Brian McDonough, 11 • Juan Carlos Perez, 11 • Masaaki Moriyama, 11 • Andrew Glassock, 11 • Amy Lind, 11 • Esther Ng, 11 • John Dooley, 11 • Petr Mandik, 11 • Robyn Patrick, 10 • Kevin Dunne, 10 • Mark Anderson, 10 • Lars Vestergaard, 10 • Carine Nilsson, 10 • Sheryl Hodge, 10 • Stéphanie Boidin, 10 • Daniel Comino, 10 • Arantxa Herranz, 10 • Regena Marie Adams, 10 • Ki Blomqvist Vesterberg, 10 • Alexandra Mexmer, 10 • Alexander Bauer, 10 • Michael Schmelzle, 10

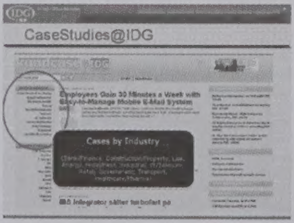
> *"IDG was here at the start, and it will be here tomorrow because the company is committed to this market, and it isn't afraid to look into the future and respond proactively, even when it hurts."*
>
> — Bill Laberis, VP/ Partner Content Strategies, Computerworld

> *"If we help to make the people who use our information services successful, they will increase their job responsibility, buying power and influence. Advertisers will want to invest more money to reach these very influential people, and they will recognize that IDG is a very trusted and useful source of their technology and career-support information."*
>
> — *Pat McGovern, chairman, IDG*

The Computerworld sales team incorporates a bike-building activity to promote synergy at its annual meeting and donates their creations to members of the local Boys and Girls Club in Boston.

IDG World Expo's second E for All Expo brings together some 15,000 gaming enthusiasts, developers and retailers at the Los Angeles Convention Center.

The Pakistan Software Houses Association recognizes Rasala Publications, producers of CIO Pakistan, for its exceptional coverage of a major industry awards ceremony. Representing CIO Pakistan are Editor-in-chief ***Rabia Garib*** *and Country Marketing Director* ***Salaina Haroon****.*



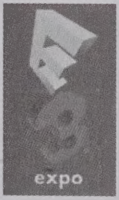
CaseStudies@IDG

Employees Gain 30 Minutes a Week with Easy-to-Manage Mobile E-Mail System

Cases by Industry

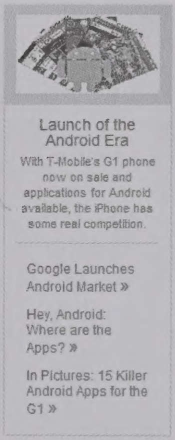
IDG Sweden introduces a case studies service hosted on www.idg.se that enables vendors to describe how their products and services have met specific customer needs.

Davy Adams, formerly deputy managing director, takes the reins following the retirement of IDG Australia Managing Director Don Kennedy.



IDG World Expo signs an agreement with the Entertainment Software Association to produce the next Electronic Entertainment Expo in Los Angeles in June 2009.

Macworld Sweden marks a year-long period of growth on several fronts. Online traffic reaches an all-time high of 95,000 unique visitors per week, making it the sixth largest magazine site in Sweden.



Launch of the Android Era

With T-Mobile's G1 phone now on sale and applications for Android available, the iPhone has some real competition.

Google Launches Android Market »

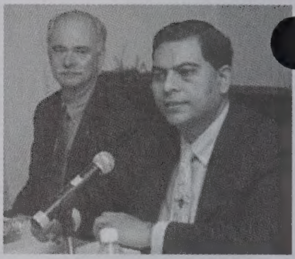
Hey, Android: Where are the Apps? »

In Pictures: 15 Killer Android Apps for the G1 »

PCWorld.com launches a multiple-article package tool that allows editors to break down a big story into smaller but related segments, each of which can be optimized for better search engine returns.

Identifying online opportunities and exploring the mobile space are two key themes at the IDG Product Line Meeting in Lisbon. The event drew 220 people representing enterprise and consumer brands in 36 countries. Among them IDG's newest partners, PC World Albanian publisher ***Hevzi Cuci*** *(center) and Chief Editor* ***Dritan Kici****, joined by IPS Licensing Manager* ***Jean Gasbarro****.*

Computerwoche unveils its new print design: a smaller, magazine format; updated layout; and a focus on useful filtering and ordering of key market trends and events.



IDG India Editor-in-chief ***Vijay Ramachandran*** *moderates an intimate roundtable discussion at the IDG office designed to bridge the communication gap between CIOs and marketing communications executives from vendor companies.*

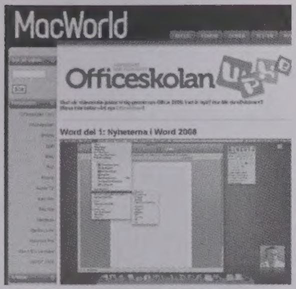
IDG Korea introduces the second phase of its online effort with the IT Tech Portal (www.idg.co.kr), which augments the online news service with product reviews, a social networking service and opportunities for user-generated content.

Networld World's JavaWorld.com, which provides how-to information, useable code and developer-focused news, undergoes its most substantial redesign and restructuring since the late '90s.

IT World Canada installs four TV monitors high above its newsroom, which display editorially produced video segments as visual cues about the importance of video and an overall online focus.

IDC Senior VP & Chief Analyst ***Frank Gens*** *(fifth from left) joins IDC Portugal General Manager* ***Jorge Coimbra*** *(sixth from left) and the IDC Portugal staff at its annual Directions conference in Lisbon. Attendance was up 14% over last year.*

NOVEMBER



MacWorld

Officeskolan

Word del 1: Nyheterna i Word 2008

Macworld Sweden taps its online community to help develop a video tutorial program, MacOffice School, to help Mac users learn more about Microsoft's latest MacOffice products.

CXO MEDIA INC.

NETWORKWORLD

a move that mirrors similar successful partnerships between PC World and Macworld, and Computerworld and InfoWorld, CXO Media and Network World combine to form a single organization, CXO Media Network World.

10+ years

Ted Bloom, 41 • Miguel Hermosell, 26 • Luis Villacorta, 24 • Jose Diaz, 22 • Norma Tamburrino, 21 • Michelle Chase, 21 • Donna Fraser, 20 • Jayne Enos, 20 • Sally Reinfeld, 20 • Elizabeth Heichler, 19 • Susan Middleton, 19 • Yoshitomo Fukuda, 19 • Bruno Agostini, 19 • Donna Cahill, 19 • Irene Ford, 18 • Cornelia Kraemer, 18 • Hugo Shong, 17 • Connie Huron, 17 • Johan Egging, 17 • Jolanta Szot, 17 • Joachim Hackmann, 17 • Penny McConnell, 17 • Megan Santosus, 17 • Karen Wilde, 17 • Patrick Gorman, 17 • Grazyna Skibniewska, 16 • Richard Heiman, 16 • Selinna Chin, 16 • Marc Ferranti, 15 • Todd Sims, 15 • Piper Fowler Sheer, 14 • Seana Dowling-Guyer, 14 • Silvia Cardinale, 14 • Timothy Greene, 14 • Fredrik Bernsel, 14 • Sabine Mayer, 14 • Eric Sheppard, 14 • Ron Milton, 14 • Debra Lovell, 13 • Fay Haward, 13 • Thomas Gunni Pedersen, 13 • Ricardo Sampaio, 13 • Steven Gray, 13 • Pavel Kraml, 13 • Jolana Lammelova, 12 • Annemarie Lootsma, 12 • Wolfgang Schlichting, 12 • Mario Morales, 12 • Magnus Höij, 12 • Paul McNamara, 12 • Patrick Thibodeau, 12 • Leilani Lopez, 12 Denny Arar, 12 • Johanna Ambrosio, 11 • Cynthia Reed, 11 • Sandra Andersson, 11 • Kimberly Muri, 11 • Craig Eastman, 11 • Meredith Levinson, 11 • Marcel Roozeboom, 10 • Franck Nassah, 10 • Christian Toepfer, 10 • Jason Meserve, 10 • Bonnie Presti, 10 • Albert Fang, 10 • Francis Hare, 10 • Dawn Cora, 10 • Amanda Conroy, 10 • Ellie St. Louis, 10 • Tom Spring, 10

Twenty-one employees from 10 business units and three countries gain insight into how to enhance their leadership skills at the IDG Management Excellence Program in Dedham, Mass.

IDG Romania produces the country's largest IT&C business-to-business event, the Romanian Computer Show. General Manager **Mihaela Gorodcov** (right) presents one the company's Excellence Awards.

IDG World Expo VP/General Manager ***Paul Kent*** *(right) is named one of five winners of The Expo Group Show Manager of the Year Award. He was recognized for his work on Macworld Conference & Expo.*

In the news:

Jerry Yang steps down as Yahoo CEO

IDC Adriatics chalks up another year of growth, adding a research agency alliance in Kosovo in FY08 and beginning FY09 with first-time reports in two countries, Kosovo and Montenegro.

For years, Now!Digital Business President ***Silvia Bassi*** *has been telling her staff that the growing importance of online media is like a tsunami, and they need to get on their surfboards and ride the wave. After reaching a major online revenue milestone, Bassi installed a surfboard in the office to remind staff and visitors about the company's continuing priority.*

DECEMBER

PC World Mexico Director General ***Ricardo Castro*** *(back row, center) is surrounded by PC World staff at last month's second annual PCW Mexico awards ceremony that honored software and hardware products in 33 categories and further solidified the title's position as the leading magazine for SMB enterprises in Mexico.*

"Clients and agencies are moving rapidly into performance- and engagement-based marketing models. Since all of our lead generation programs are performance-based and our brands are known globally, IDG is viewed as a very attractive global partner."

— Frank Cutitta, general manager, IDG Connect

> *"You have to model community based on the passions of your audience. It's not 'build it and they will come.' Communities exist, and it's our job to find ways to serve them."*
>
> *— Eric Knorr, editor-in-chief, InfoWorld*

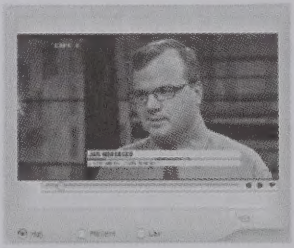
*IDG Chairman **Pat McGovern** (center left) presents **John O'Malley** (center right) with the 2008 Chairman's Cup in Framingham, Mass., while members of the IDG Global Services (IGS), IDG Connect and IDG List Services teams look on. O'Malley, president of IGS and CEO of List Services and IDG Connect, was recognized for bringing the latter two units to profit improvements of 165% and 72%, respectively. IGS also exceeded its budget, and successful new services such as Market Fusion were also developed under O'Malley's guidance.*

*CXO Media/Network World, President & CEO **Michael Friedenberg** presents seven team members with awards highlighting their accomplishments.(I to r): **Tara Shea**, online account services specialist (November 2008 Summit Award); **Jarina D'Auria**, editorial assistant, CIO (December 2008 Summit Award); Friedenberg, **Susan Murray**, senior marketing specialist (President's Award Winner); **Jen Moberg**, client services manager (December 2008 Network World Superstar); **Adam Dennison**, national sales director, Custom Solutions Group (President's Award Winner). Missing from photo: **Carolyn Duffy Marsan**, national correspondent (December 2008 Network World Superstar); **Mary McIntire**, director, audience marketing (December 2008 Network World Superstar).*

10+ years

Shirley Horrocks, 31 • Stephen Josselyn, 26 • Rick Ciliberto, 26 • Birgit Goetz, 25 • Hélène Fily, 22 • Marianne Kraus, 22 • Lars Dahmén, 21 • Karen Timons, 21 • Lucinda Borovick, 21 • Mary Lester, 21 • Mary Ann Doolin, 20 • Sagrario Fernandez, 18 • Michaela Maack, 18 • Mar Cabanas, 17 • Gaby Meijnckens, 17 • Mauro Calderara, 17 • Kristen Kim, 17 • Mihaly Sipos, 16 • Maryfran Johnson, 16 • Ilva Schuring 14 • Joan Olson, 14 • Elizabeth Martinez, 14 • Rodney Barnes, 14 • Neal Weinberg, 14 • Michelle Vittori, 14 • Pavel Kraml, 13 • Diane Elhilow, 13 • Kathy McKay, 13 • Janis Dempsey, 13 • Alexander Huels, 13 • Tehmasp Parekh, 12 • Diane Bobbitt, 12 • Kim Saccio-Kent, 12 • Regina Walker, 11 • Joseph Howard, 11 • Frederick Broussard, 11 • Patricia Murphy, 11 • Ludovic Poussier, 11 • Hyun-Ju Kim, 11 • Alexander Mohn, 11 • Alexis Manfrediz, 10 • Jennifer Read, 10 • Laura Hilliard, 10 • River Jiang, 10

*IDG Asia Chairman **Hugo Shong** is named Entrepreneur of the Year, one of the two annual Chairman's Awards presented by **Pat McGovern**. Shong's achievements included establishing and expanding IDG's family of consumer publications in China in cooperation with Trends Communication and accelerating the transition from print revenue to online revenue for the company's technology-focused publication.*



*Computerworld Denmark's editorial team works overtime and its Web site reaches new traffic heights as Editor-in-chief **Jan Horsager** (above), Journalist **Kristian Hansen** and freelancer Dorte Toft lead an investigation that reveals allegedly fraudulent activity by IT Factory, a Danish software company.*

*Computer Sweden Journalist **Jenny Stadigs**, Technology News Editor **Sverker Brundin** and Web Editor **Joel Westerholm** were among the key contributors to a public wiki that lets readers modify and add content to "The Top 75 IT Security Experts" and "25 Most Influential People in IT Health Care Sector" articles.*

IDG Vietnam's ninth Banking Vietnam event in Ho Chi Minh City proves again it is the most influential forum for banking practitioners in the country. More than 800 conference participants and 2,000 visitors attend.

In the news:

U.S. President-elect Barack Obama outlines plan to put every U.S. child online

According to the latest research by NielsenOnline, PC Advisor is the most popular technology site for U.K. traffic and seventh overall in among all sectors. It is the first time PC Advisor has appeared in the Top 10 most popular magazine site list.

Peace, joy and friendship
Paix, joie et amitié
Paz, júbilo y amistad

Thank you...

...to the many IDG employees worldwide who have contributed story ideas, written columns, answered questions, taken photographs, sent anniversary lists and helped us make IDG World Update possible this year. Best wishes to all for a happy, healthy and prosperous New Year!

— The Editors

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